



Harry M. Cornell
Arts & Entertainment Complex

THE CORNELL COMPLEX

Harry M. Cornell Arts & Entertainment Complex

Future home of

C2C
Connect2Culture

+

GEORGE A.
spwa
CENTER FOR
THE ARTS

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THE VISION

The Vision of The Cornell Complex is to educate, enlighten, and entertain, while attracting more people and activities to downtown Joplin.

The Cornell Complex will:

- Strengthen the cultural opportunities in our city and region
- Bring visual and performing artists from across the U.S. and world to Joplin
- Showcase and nurture the region's creativity through visual and performing arts
- Provide world-class amenities
- Drive cultural tourism
- Directly benefit retailers, restaurants, and other businesses
- Generate new sales tax revenue for the City of Joplin

The Cornell Complex will enrich the cultural heart of our city, inspiring people to live, work, play, and stay in Joplin.

The future home of Connect2Culture and Spiva Center for the Arts.





BACK VIEW FROM 8TH & WALL

BUILDING COMPONENTS

The Cornell Complex will consist of:

A 46,000 square foot building with Spiva Center for the Arts occupying approximately 30%, Connect2Culture approximately 34%, and all shared, outdoor, and circulation spaces totaling approximately 36%.

A 450-seat indoor multipurpose Performance Hall with versatile seating configuration and a mainstage with state-of-the-art sound and lighting systems. Perfect for community and touring performances, film screenings, lectures, and corporate/community presentations and meetings.

A new home for Spiva Center for the Arts, the region's premier visual arts destination, which increases its capacity for education, outreach, and national museum quality exhibits.

A home for Connect2Culture, Joplin's community arts agency and performing arts presenter.

An outdoor Festival Plaza with 1,500-person capacity featuring an amphitheater with a covered stage and canopy area perfect for concerts, plays, film festivals, and other performances.



A stunning rooftop terrace with festive lighting. This 2,200 square foot venue will allow for intimate performances, weddings, and other gatherings.

Community meeting and hospitality spaces for private events ranging from corporate luncheons, civic meetings, and community celebrations.

A welcoming and spacious lobby, shared by both organizations.

A catering and warming kitchen capable of serving banquets, receptions, and small dinners.

A variety of shared spaces, such as arts offices, meeting rooms, service facilities, and storage spaces for related arts organizations.

BACKGROUND

Nearly 10 years ago, this grassroots initiative began when members of the Joplin community gathered to address the need for a visual and performing arts center that would serve as an anchor for downtown Joplin. Connect2Culture was created to make this Center a reality. Phase I professional feasibility study completed December 2010.

Plans were temporarily put on hold due to the May 22, 2011, EF-5 tornado that devastated the city. Through recovery, Joplin came back even stronger and focus intensified to realize the Center. Phase II professional feasibility study completed September 2016.

The Phase III capital campaign is underway. Private citizens with a passion for future generations have led this effort. Now is the time to invest in Joplin's future!



First contemplated site – Union Depot 2010



Possible addition to Joplin High School – 2014



Final site in front of Memorial Hall – 2018

WHERE ARE WE NOW?

Through a public-private partnership, a Memorandum of Understanding is now in place between Connect2Culture and the City of Joplin for the development. Provided sufficient financial commitments are obtained to fund the construction budget by November 30, 2018, the city will donate the entire parking lot in front of Memorial Hall for the Harry M. Cornell Arts & Entertainment Complex.

Our campaign is well under way with nearly \$8.6 million in private commitments from individuals and businesses as of May 18, 2018. Multiple foundation grant applications have been submitted.

We're more than halfway to the \$16 million goal. Please join us to build a new cultural gem for Joplin!



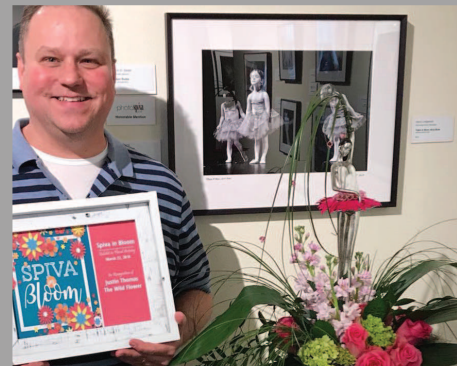
WHAT IS SPIVA CENTER FOR THE ARTS?



Spiva Center for the Arts is an independent, non-profit 501(c)(3) regional arts and education center tracing its roots to the Ozark Artists Guild formed in 1948. Over the last dozen years it has become the area's "anchor" institution for the arts.

Located in the historic Cosgrove Building downtown, Spiva has three galleries, a gift shop, classrooms, and a library/public meeting room.

Annually, Spiva:	Currently, Spiva:
<ul style="list-style-type: none">• offers visual arts experiences to 12,000+ patrons, has 600+ members, and benefits from 200+ volunteers who contribute 2,400+ volunteer hours• provides art education opportunities to 1,000+ students from pre-school to senior citizens and annually hosts a special program for 1,600+ area third graders	<ul style="list-style-type: none">• does not meet national American Alliance of Museums (AAM) standards necessary to host national touring exhibits• cannot attain AAM accreditation without significant, costly system upgrades• lacks a loading dock, climate controlled storage for exhibits on arrival and departure, and sufficient door heights/width



WHAT IS CONNECT2CULTURE?



Connect2Culture (C2C), a non-profit arts organization founded in 2009, will manage the Performance Hall, the Festival Plaza, and Rooftop Terrace within The Cornell Complex. C2C will present performances in The Complex annually.

C2C is unlike any organization in the Joplin area:

- A respected **community arts agency**, supporting and promoting all arts and cultural activity in the city with a goal of increasing involvement and growing audience
- A **visionary** organization that has led The Cornell Complex initiative – it never ceases to dream big for Joplin's arts and cultural future
- A **performing arts presenter** as of fall 2017, bringing a variety of national touring performers to Joplin

C2C continues to grow audiences and develop resources that strengthen the arts, culture, and entertainment in the city.

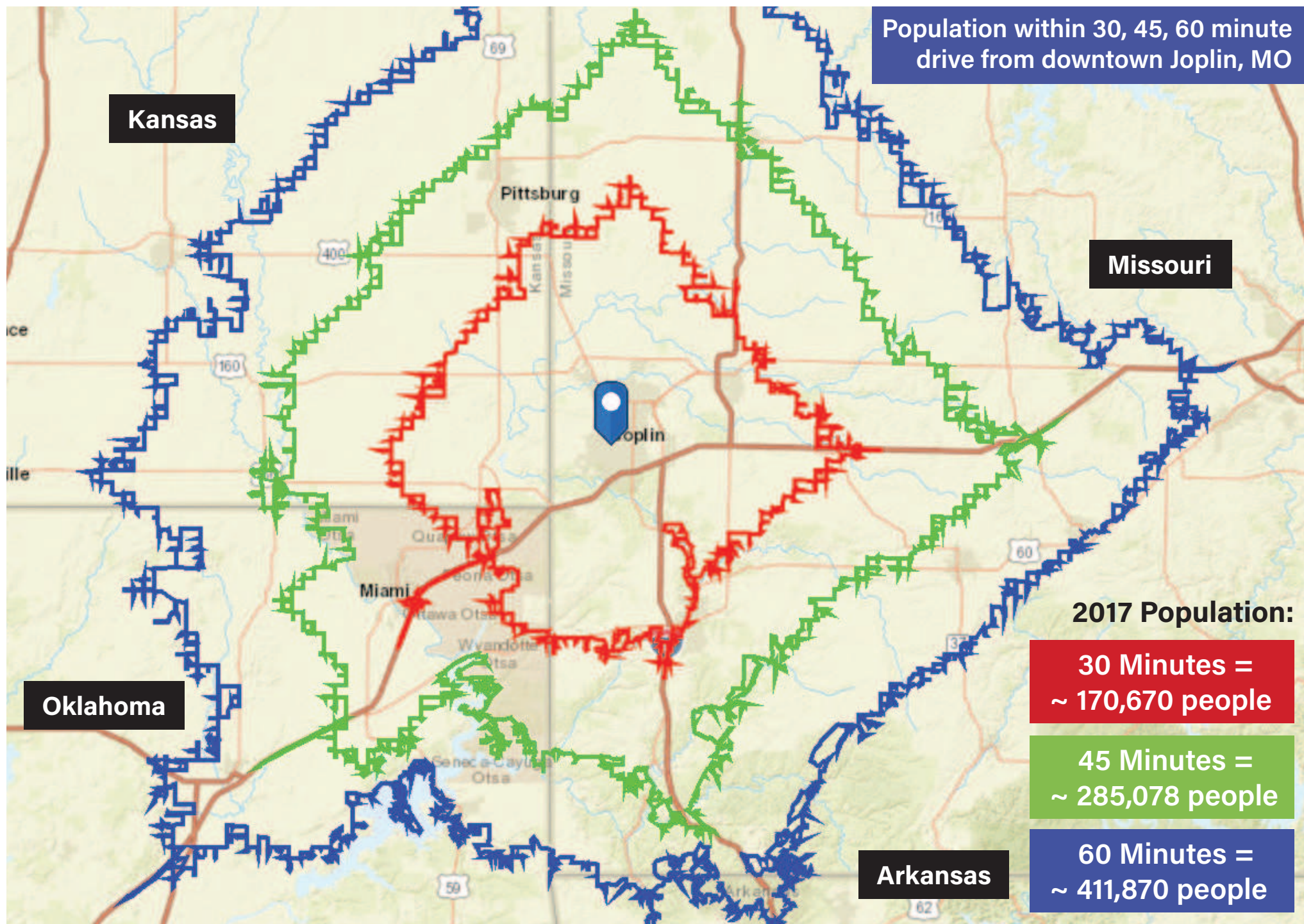
C2C: Igniting a passion for the arts, culture, and entertainment.



A COMMUNITY ASSET WITH BROAD APPEAL

As designed, The Cornell Complex will:

- Create a front door to downtown Joplin and a community gathering place
- Provide state-of-the-art spaces for world-class visual art exhibitions and classes, including Main Galleries, a Regional Gallery, and a Permanent Collection Gallery
- Provide three versatile venues for performing arts ranging from “Opry to Opera” – the Performance Hall, outdoor Festival Plaza featuring an amphitheater, and Rooftop Terrace
- Become a transformative destination that will develop and attract new audiences in Joplin, spurring cultural tourism from the Four-State region and beyond
(*Population Map, P. 15*)
- Create a broad range of opportunities for regional businesses, civic groups, schools, churches, hospitals, and educational organizations to develop cooperative programs for meetings, special events, fundraisers, speaking engagements, award shows, exhibits, performances, workshops, services, graduations, weddings, and other celebrations
- Offer professionally hosted visual and performing arts events that will delight guests and clients



A COMMUNITY ASSET WITH BROAD APPEAL

Potential collaborators for C2C and Spiva:

- Pro Musica
- Heartland Opera Theatre
- Joplin Little Theatre
- Midwest Regional Ballet Company & School
- Missouri Southern State University
- Post Art Library
- Joplin Arts Fest
- Joplin Regional Artists Coalition

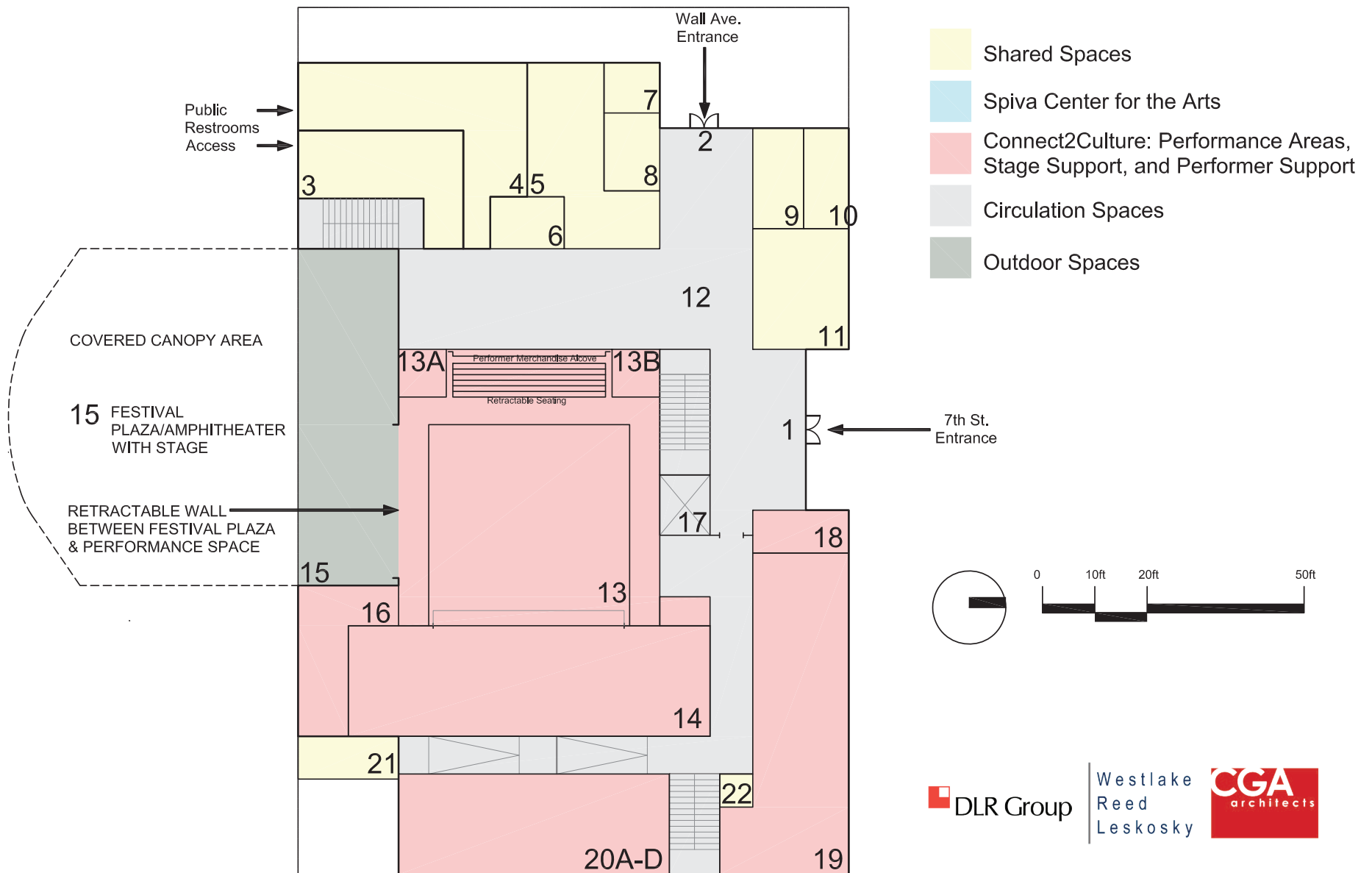
New opportunities for programming:

- A broad variety of music, theater, dance, comedy, film, concerts, and lectures in an intimate setting
- International, national, regional, and permanent collection exhibits in museum-quality galleries
- Exhibit-related programs such as artist talks and panels
- Piano series and recitals
- Family-friendly performances and children's theater
- Corporate/community events, seminars, ceremonies, banquets, weddings, receptions, and celebrations
- Touring performers and local productions



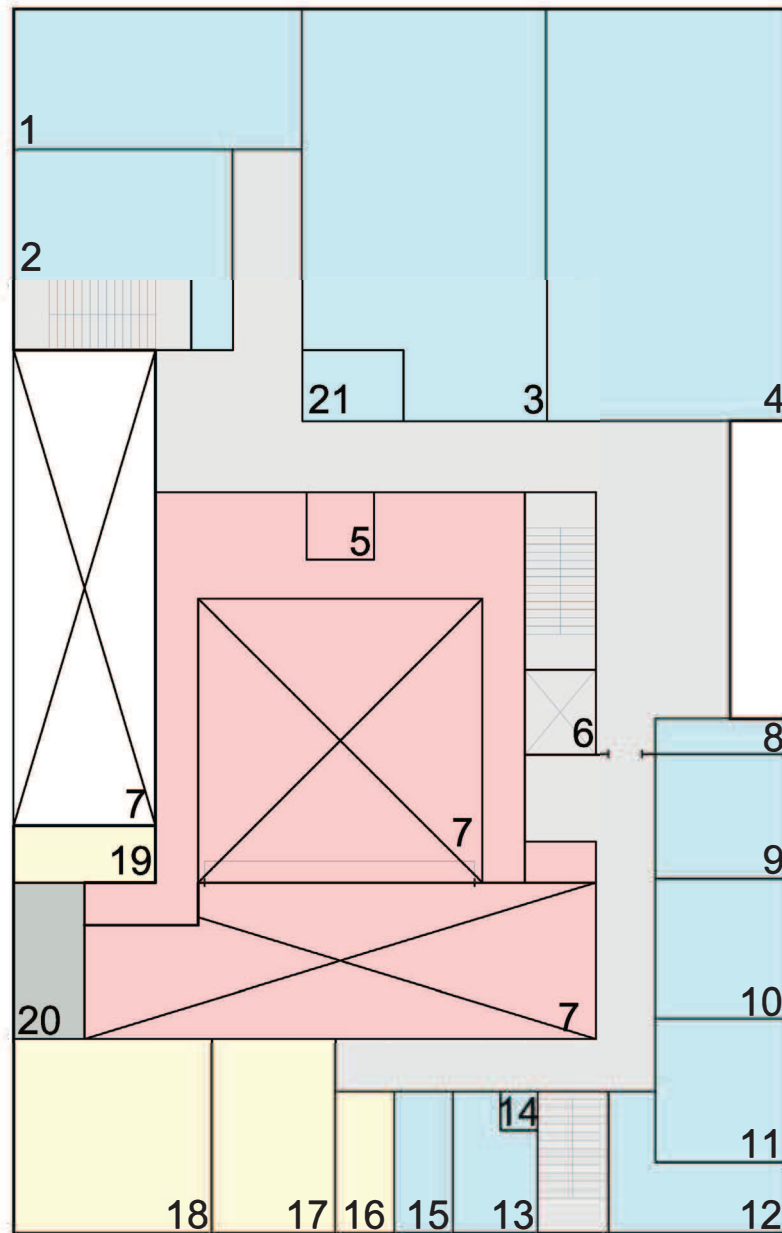
FIRST FLOOR PROGRAM LAYOUT

- 1 Front Entrance on 7th Street
- 2 Covered Entrance on Wall Ave.
- 3 Public Restroom Female
- 4 Public Restroom Male
- 5 Gift Shop
- 6 Unisex ADA Accessible Restroom
- 7 Regional Box Office Manager's Office
- 8 Welcome/Information/Ticket Sales
- 9 Coat Check/Ushers' Room
- 10 Front of House Storage
- 11 Café and Concessions Counter
- 12 Lobby
- 13 Performance Hall
 - 13A Performance Hall Entrance 1
 - 13B Performance Hall Entrance 2
- 14 Performance Hall Stage
- 15 Festival Plaza/Amphitheater with Stage
- 16 Stage Support
- 17 Passenger/Freight Elevator
- 18 Catering/Warming Kitchen
- 19 Stage Support (musician area, crew rooms, stage manager, and tech office)
- 20 Performer Support
 - A. Green Room/Performers' Lounge
 - B. Star Dressing Room
 - C. Male Dressing Room
 - D. Female Dressing Room
- 21 Loading Dock
- 22 Safe Room

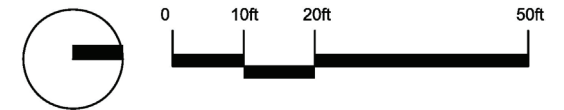


SECOND FLOOR PROGRAM LAYOUT

- 1 Regional Gallery
- 2 Permanent Collection Gallery
- 3 Main Galleries for Temporary Exhibits 1
- 4 Main Galleries for Temporary Exhibits 2
- 5 Performance Hall Entrance 3
- 6 Passenger/Freight Elevator
- 7 (Open to Below)
- 8 Movable Gallery Wall Storage
- 9 Climate Controlled Crate Storage and Unpacking Area
- 10 Pedestal and Equipment Storage
- 11 Exhibition Work Room
- 12 Permanent Collection and Archives Storage
- 13 Building Maintenance Room
- 14 Housekeeping Closet
- 15 Fire Panel/Telephone Switch
- 16 IT/Server Room
- 17 Electrical Room 1
- 18 Electrical Room 2
- 19 Storage
- 20 Small Rooftop Terrace
- 21 Unisex ADA Accessible Restroom

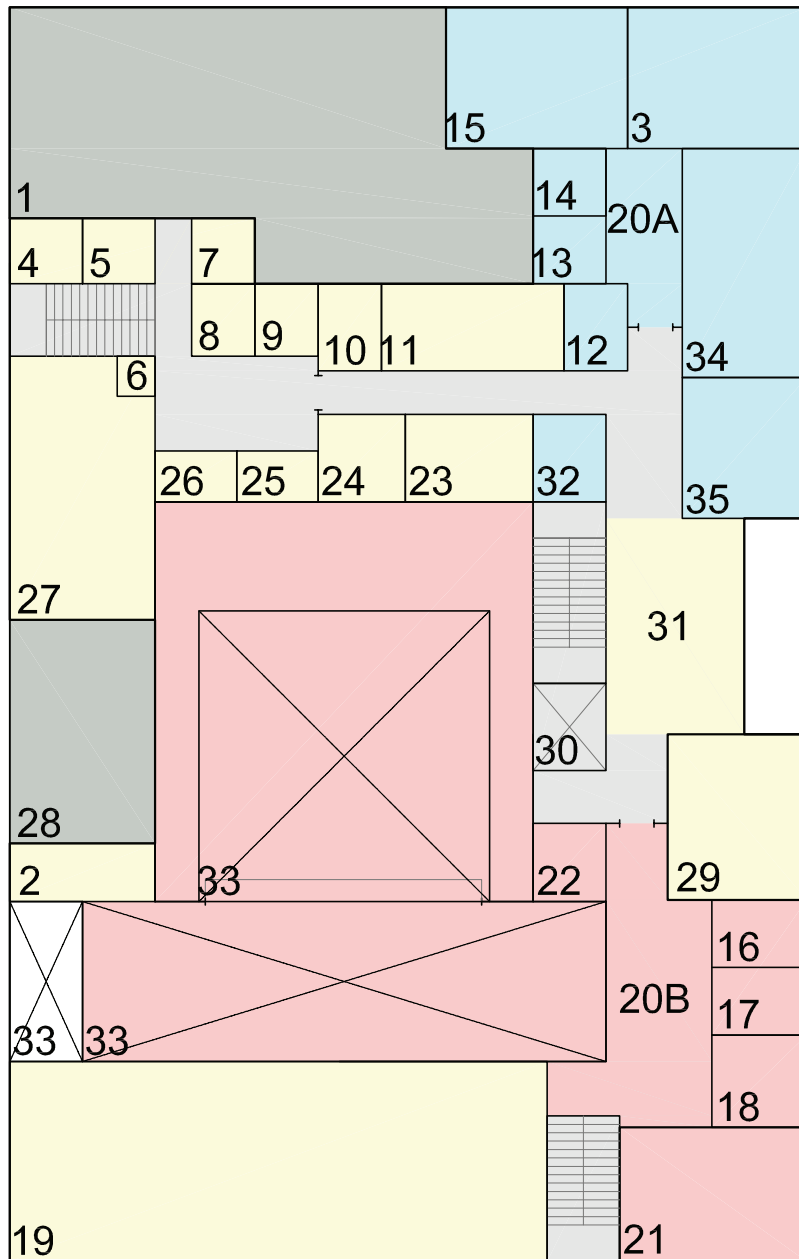


- Shared Spaces
- Spiva Center for the Arts
- Connect2Culture: Performance Areas, Stage Support, and Performer Support
- Circulation Spaces
- Outdoor Spaces

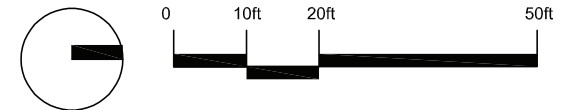


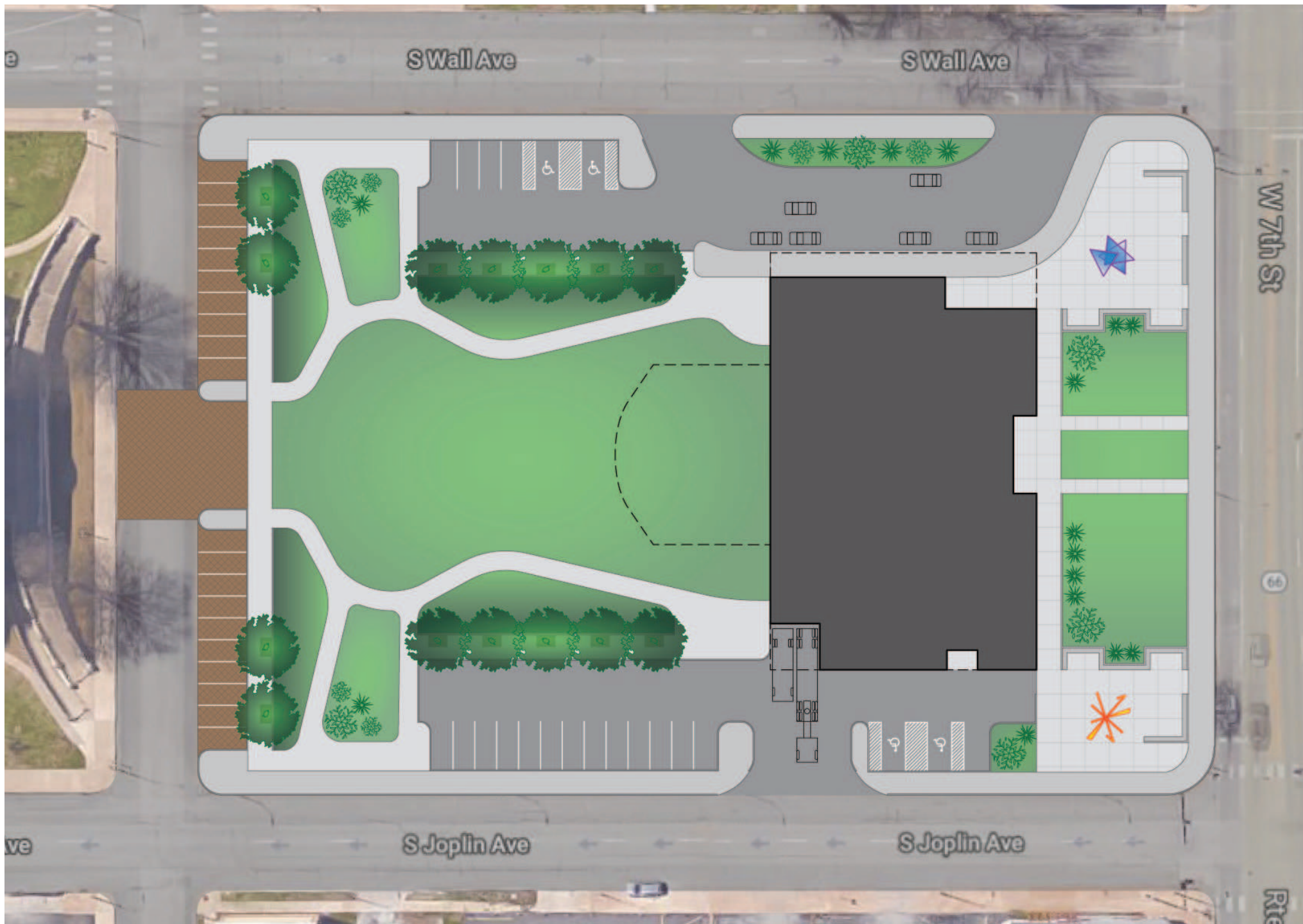
THIRD FLOOR PROGRAM LAYOUT

- | | |
|-----------------------------------|--|
| 1 Large Rooftop Terrace Venue | 21 C2C Conference Room |
| 2 Storage | 22 C2C Office |
| 3 Spiva Conference Room | 23 Copy/Mail/Supply Room |
| 4 AV Storage | 24 Office Storage |
| 5 AV Control | 25 Coat Closet |
| 6 Housekeeping Closet | 26 Warming/Serving Pantry
and Storage |
| 7 IT Server Room | 27 Reception Room/
Donor Lounge |
| 8 Public Restroom Female | 28 Donor Lounge Terrace |
| 9 Public Restroom Male | 29 Library/Board Room |
| 10 Unisex ADA Accessible Restroom | 30 Passenger/Freight Elevator |
| 11 Staff Kitchen/Break Room | 31 Reception Lobby |
| 12 Spiva Office | 32 Storage for Classroom
and Workshop |
| 13 Spiva Office | 33 (Open to Below) |
| 14 Spiva Office | 34 Classroom Space |
| 15 Spiva Volunteer Work Space | 35 Workshop Space |
| 16 C2C Office | |
| 17 C2C Office | |
| 18 C2C Volunteer Work Space | |
| 19 Mechanical Room | |
| 20A Spiva Open Work Area | |
| 20B C2C Open Work Area | |



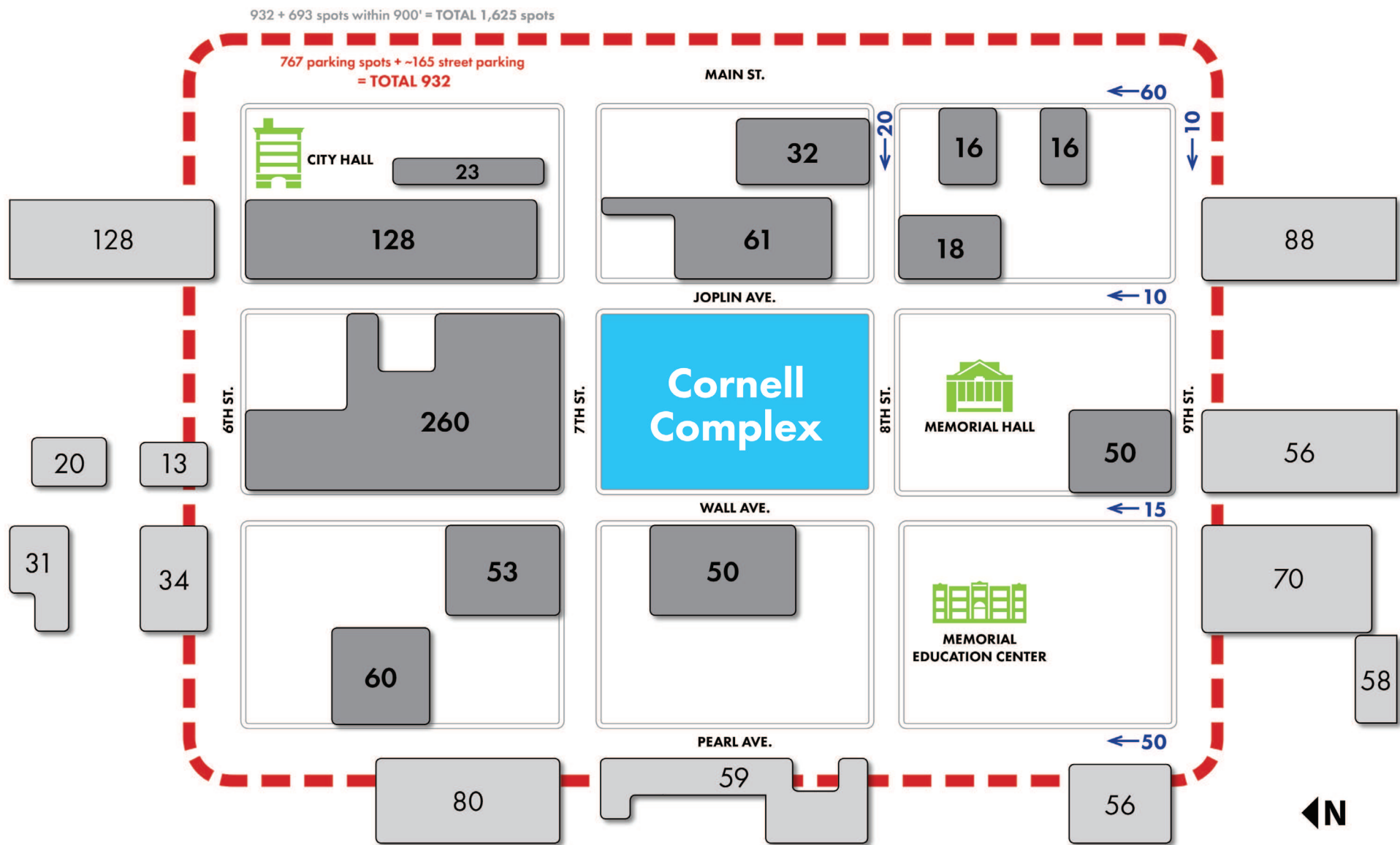
- Shared Spaces
- Spiva Center for the Arts
- Connect2Culture: Performance and Administrative Space
- Circulation Spaces
- Outdoor Spaces



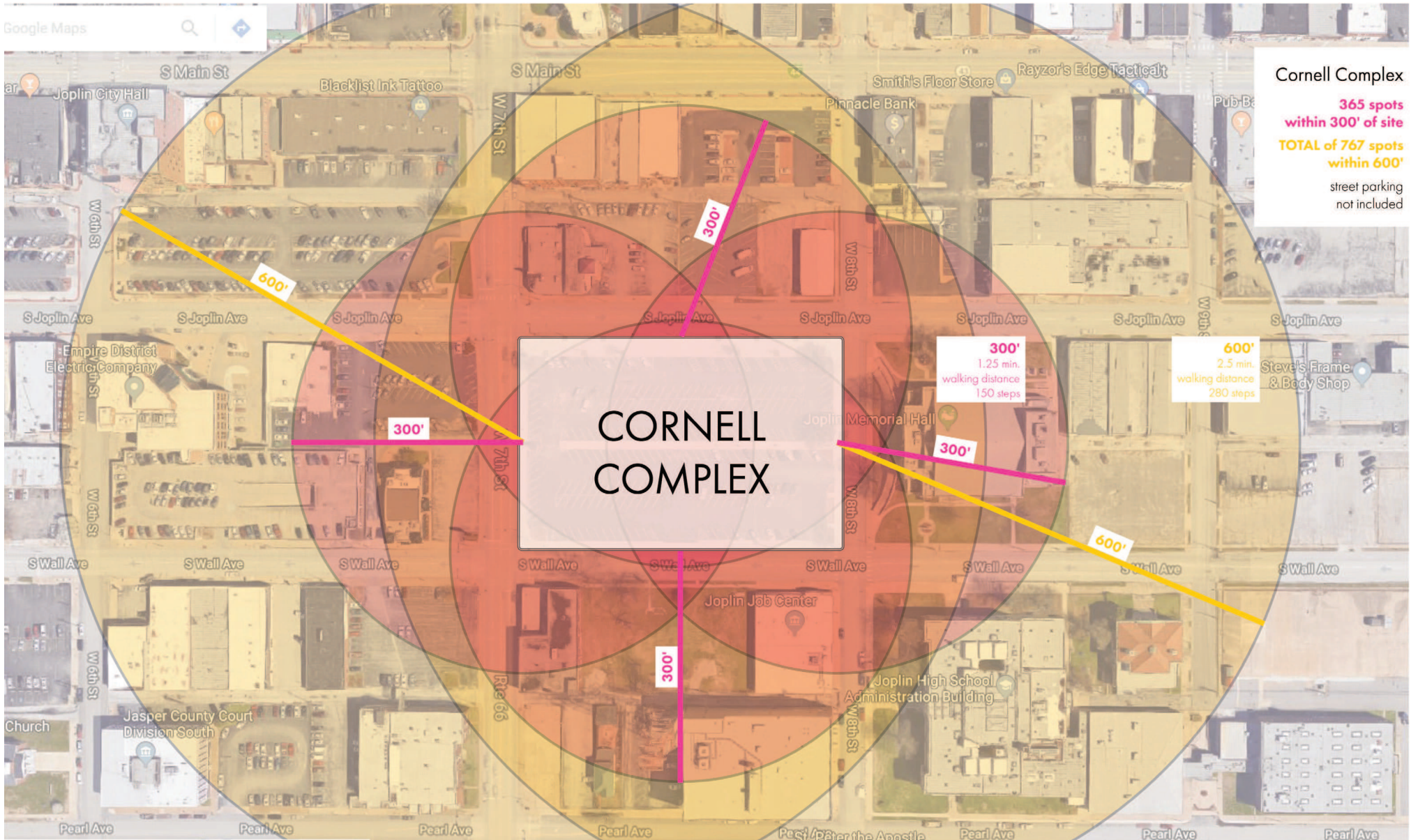


FESTIVAL PLAZA OPPORTUNITIES





CORNELL COMPLEX PARKING STUDY



OWNERSHIP & SUSTAINABILITY

- **The Cornell Complex will ultimately be owned by a newly created nonprofit.** This entity's Board of Directors will consist of equal representation from Connect2Culture, Spiva Center for the Arts, and independent parties. This nonprofit's responsibility will be to maintain the long-term integrity of The Cornell Complex and will not be responsible for operations.
- **Connect2Culture and Spiva Center for the Arts**, along with funds provided by the Harry M. Cornell, Jr. CLUT until January 1, 2033, will be responsible for annually injecting cash resources to maintain long-term integrity of depreciable assets within The Cornell Complex.
- **Connect2Culture** will be responsible for all operating costs associated with the Performance Hall, the Festival Plaza, the Rooftop Terrace, and its work spaces. **Spiva Center for the Arts** will have the same operational responsibilities for all galleries, classrooms, and respective work spaces. **Together**, Connect2Culture and Spiva Center for the Arts will be jointly responsible for all shared spaces.

CROSSLAND COST ESTIMATE

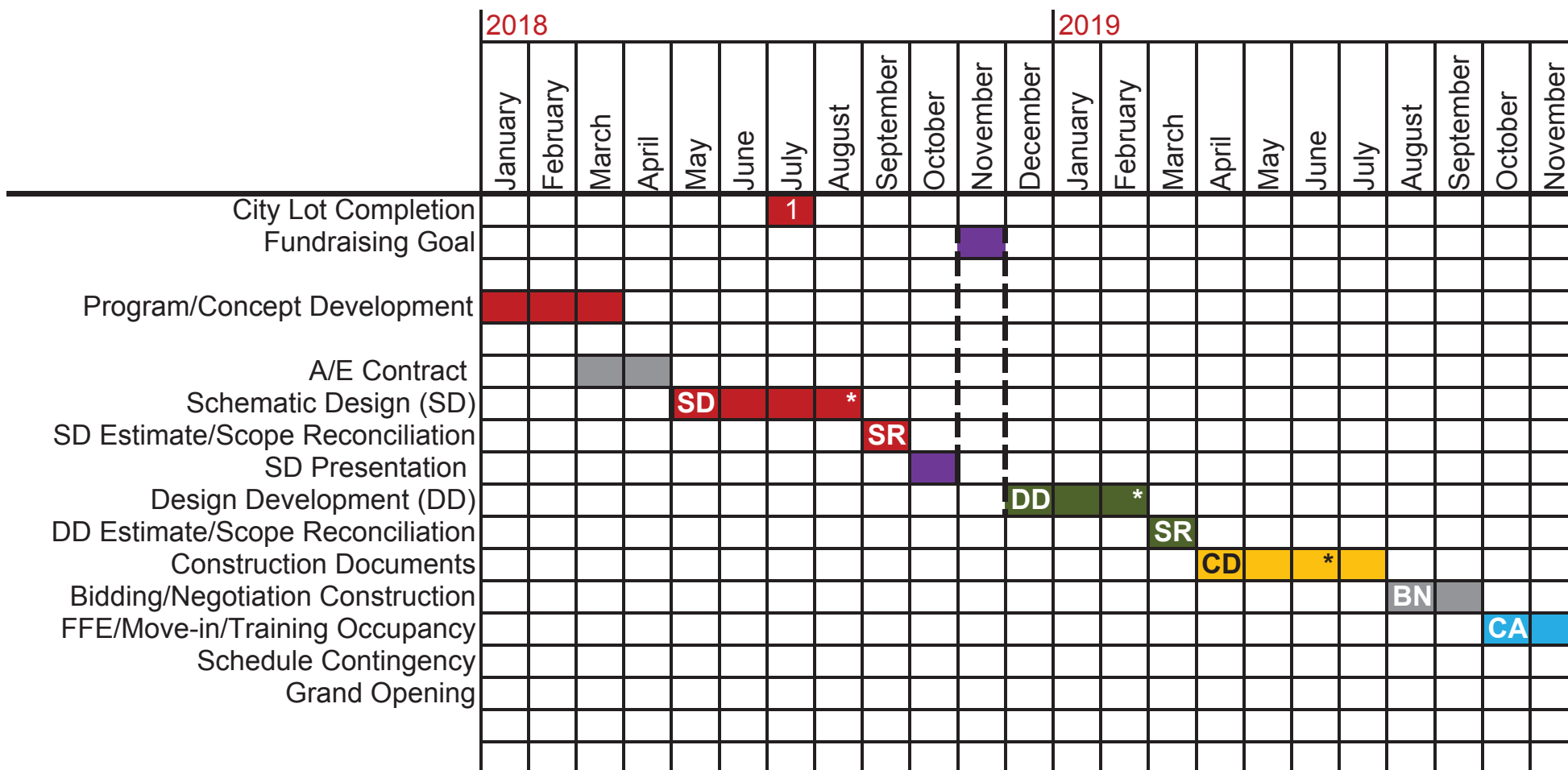


Westlake
Reed
Leskosky

Crossland Construction Company is providing Pre-Construction Services to assist our architects Corner Greer & Associates and DLR Group/Westlake Reed Leskosky with design and value engineering.

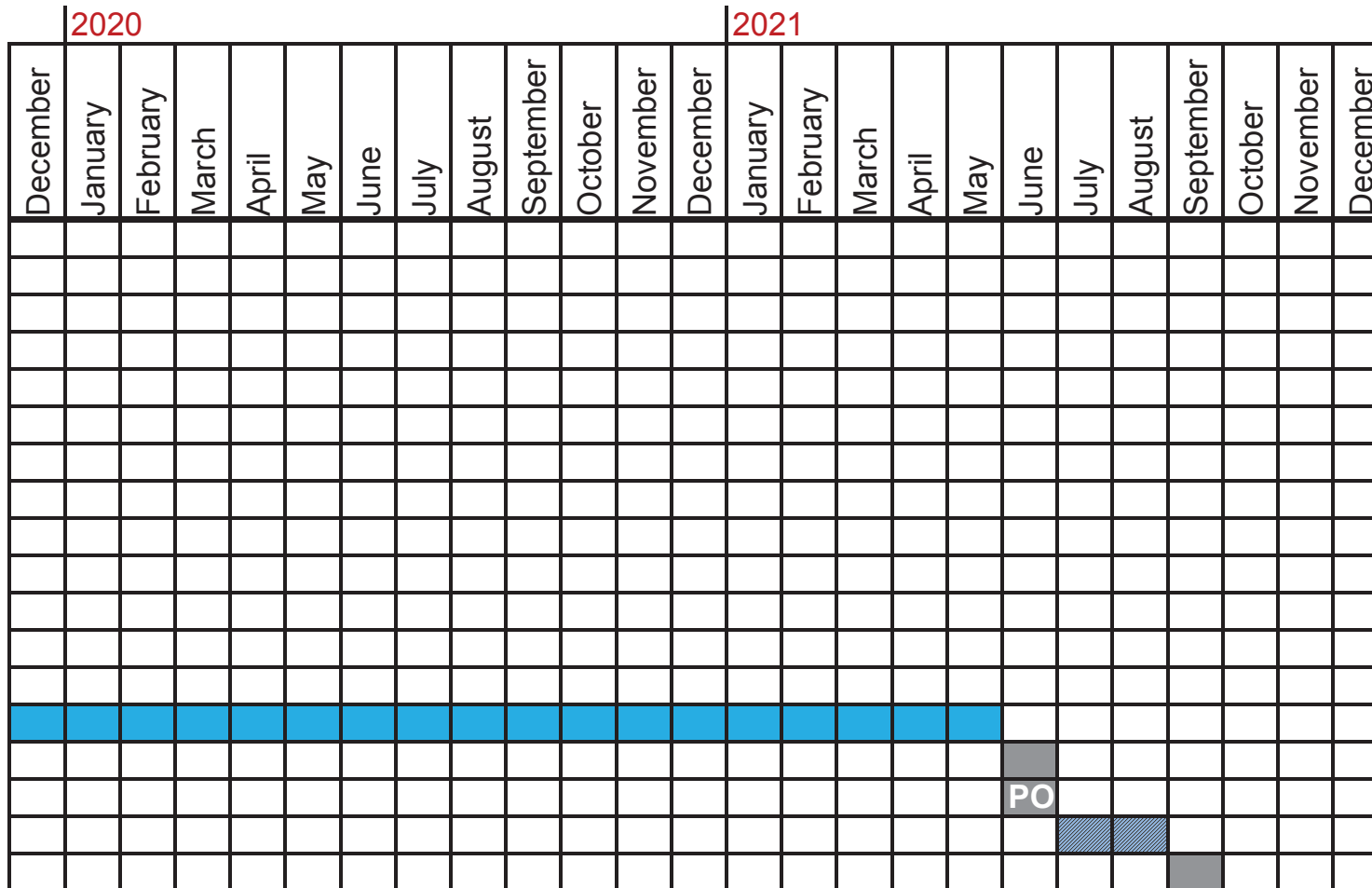
Estimated Total Project Cost = \$15,994,703

TIMELINE





CGA
architects



SD - Schematic Design
DD - Design Development
CD - Construction Documents
BN - Bid / Negotiation
SR - Scope Reconciliation
CA - Construction
PO - Post Occupancy
* - QC Review

YOUR LEGACY: NAMING OPPORTUNITIES

Physical plant items subject to final design by architects.

Names of donors of \$10,000+ will be on a Donor Wall in the lobby area on the first floor.

In addition, donor's name will be placed visibly at the following locations:

\$4,000,000	Arts & Entertainment Complex*	\$500,000	Welcome/Information/Ticket Sales
\$1,500,000	Performance Hall*	\$500,000	Wall Avenue Covered Entrance
\$1,500,000	Festival Plaza/Amphitheater	\$500,000	7th Street Front Entrance
\$1,500,000	Main Galleries*	\$250,000	Classroom Space
\$1,000,000	Lobby	\$250,000	Library/Board Room
\$750,000	Regional Gallery	\$200,000	Spiva Conference Room
\$750,000	Permanent Collection Gallery	\$200,000	C2C Conference Room
\$500,000	Gift Shop	\$150,000	Workshop Space
\$500,000	Reception Room/ Donor Lounge & Donor Lounge Terrace	\$100,000	Spiva Volunteer Work Space
		\$100,000	C2C Volunteer Work Space
		\$100,000	Green Room/Performers' Lounge



\$50,000	Male Dressing Room
\$50,000	Female Dressing Room
\$50,000	Star Dressing Room
\$50,000	Stage Support (musician and crew)
\$50,000	Performance Hall Entrance #1
\$50,000	Performance Hall Entrance #2
\$50,000	Performance Hall Entrance #3
\$50,000	Café and Concessions Counter
\$50,000	Catering/Warming Kitchen
\$25,000	Each – 3 Spiva Offices
\$25,000	Each – 3 C2C Offices

\$25,000	Coat Check/Ushers' Room
\$25,000	Stage Support (Festival Plaza Stage)
\$25,000	Exhibition Work Room
\$25,000	Permanent Collection & Archives Storage
\$25,000	2 nd Floor Terrace
\$25,000	3 rd Floor: Reception Lobby
\$25,000	Staff Kitchen/Break Room
\$25,000	Copy/Mail/Supply Room
\$15,000	Elevator entrance (3) one on each floor
\$15,000	Stairway (3) one on each floor
\$10,000	Name on Donor Wall

*** = RESERVED**



Presentation Book 2018