

LMDC Proposed Project Information Form

Name of Organization: The Flea Theater

Contact Person:

Telephone No.:

Email:

Capital Project

Non-Capital Project

Total Project Budget: \$21,000,000

LMDC Funds Requested: \$2,500,000

Other Committed Funding Sources:

PUBLIC (\$10.5M): EDSC \$3.5M, NYC Council \$2M, Manhattan BPO \$1.5M, NYC Executive/DCA \$1.5M, LMDC \$1M, September 11th Fund \$500K, NYS Assembly Members Glick and Duane \$350K, NYS Council on the Arts \$94.5K. PRIVATE (\$7.7M): Ford Foundation \$500K, Gilman Foundation \$500K, LuEsther T. Mertz Fdn \$250K, Prospect Hill Fdn \$200K, Booth Ferris Fdn \$120K, ICA, UTA and William Morris \$155K, Bloomberg LP \$100K, LMCC \$75K. Flea board/individuals \$5.8M. **Total Raised: \$18.2M.**

Project Description (include proposed use of LMDC funds):

OVERVIEW: The award-winning Flea Theater is nearing completion of a \$21M capital campaign that will bring a brand new three-theater performing arts facility to the heart of Lower Manhattan. The facility will attract over 17,000 audience members and 350 artists each year. Thanks in part to \$1M in prior funding from LMDC, we purchased the building site at 20 Thomas Street during Phase I of the campaign and began Phase II construction in December 2013. Concurrently we have nearly finished raising \$1M in Phase III reserves funds. We are requesting support for Phase II (\$14M), which is scheduled for completion in September 2016.

RATIONALE: The Flea has been a leading member of its Tribeca community since 1996. Our new home, just four blocks from our current one, will allow us to maintain relationships with our neighbors and constituents while extricating ourselves from the spiral of ever-escalating rent. The new facility will house all of our programming and administrative needs, including the annual production of more than 15 world premieres and showcases, and a new initiative, Anchor Partners, that will allow us to share resources with the larger Off-Off-Broadway and Lower Manhattan communities through supported rentals and partnerships.

DETAILS: Designed by award winning firm Architecture Research Office (Prada NY Epicenter Store, *Five Principles for Greenwich South*/Alliance for Downtown New York), the design process included extensive input from the Off-Off-Broadway artistic community. The project features three intimate theaters of 46-, 72- and 120-seat capacities (called The Sam for legendary agent Sam Cohen, The Pete for playwright A.R. Gurney and The Siggy for actress and Flea co-founder Sigourney Weaver) as well as two distinct lobbies, a ground floor box office and

concession area, administrative offices, technical space and a small garden. With a brick facade and powder-coated steel awning, its contemporary design references the scale and proportion of neighboring structures including the 550-foot AT&T Long Lines building and 52-story TriBeCa Tower. The project will meet Silver LEED requirements and may achieve Platinum ranking upon completion. The renovation is “as-of-right” and did not require SEQRA.

Our experienced project team includes Levien & Co. as Project Manager (City Center, Park Avenue Armory) and Westerman Construction as GC (The Public Theater, Dixon Place). The Flea’s Producing Director Carol Ostrow continues to lead the campaign in conjunction with our Board of Trustees; the \$21M goal encompassed \$6M for site purchase (complete), \$14M in construction funds (\$11.5M raised to date) and \$1M in expendable reserve funds (\$700K raised to date). LMDC funds have been critical in leveraging public and private support; this final request would offset Concrete, Metal and Millwork costs and allow us to complete the project.

In covering our groundbreaking ceremony, the *New York Times* wrote, “In the post-September 11 devastation, when Lower Manhattan was effectively shut down and New Yorkers stayed home, The Flea thought its days as an Off-Off-Broadway theater were over. Yet they persevered and even managed to thrive.” And *Crains* wrote, “The Flea is one downtown arts group that is thriving. They are staking their future in their neighborhood and not trying to change who they are.” We cherish our role as a mascot for the resiliency of Lower Manhattan and hope that LMDC will help us in the final stretch toward building a permanent home.

Performance Targets/Deliverables:

Deliverable: Creation of a three-theater performing arts facility.

Performance Targets:

Excavation complete - October 2015; Concrete/Masonry/Steels/Metal - February 2016; Elevator - March 2016; Drywall - April 2016; Millwork - June 2016, MEP/Closeout – September 2016.

Beneficiaries:

The Flea serves over 14,500 people each year and has built one of the youngest and most diverse demographics in the industry, with 46% of artists and audiences identifying as non-white and/or under the age of 30. Our new facility will increase our capacity by 58%, and we are conservatively projecting 17,500 audience members in our first season. Average ticket prices will be \$40, with a block of \$15 tickets available for every performance.

The project will serve three distinct constituencies: audiences, including our current core plus Lower Manhattan residents and workers and the greater New York area; artists, ranging from the 90+ emerging actors in our resident company to more recognized names such as Sigourney Weaver, Marisa Tomei and Bill Murray; and the Off-Off-Broadway community, especially the smaller theater, music and dance groups in our ongoing Anchor Partners program.

Anticipated Start Date: Abatement began Oct 2013, Demo began December 2013.

Estimated Completed Date: September 2016

Information must be submitted on no more than two pages; a third page can be used to provide an image or rendering.



THE FLEA
at 20 THOMAS STREET

