



A NEW CRUMP

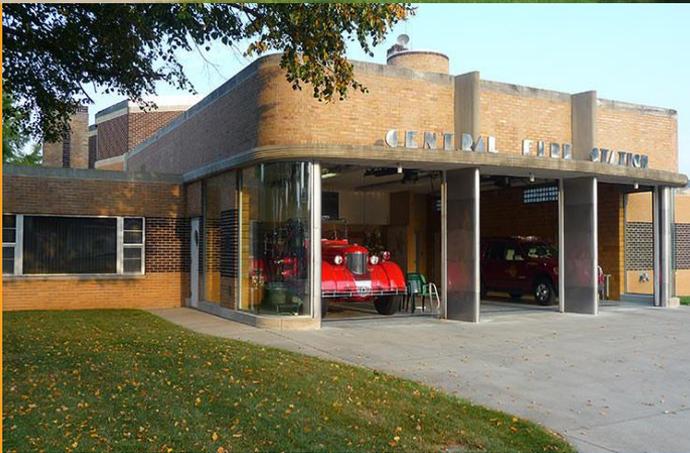
A BETTER
COLUMBUS

A THRIVING CULTURAL DISTRICT

Economic
Social
Sustainable



DESTINATION



ARCHITECTURE



PUBLIC ART



The Commons



Library Plaza



DINING
Zaharakos



Smith's Row



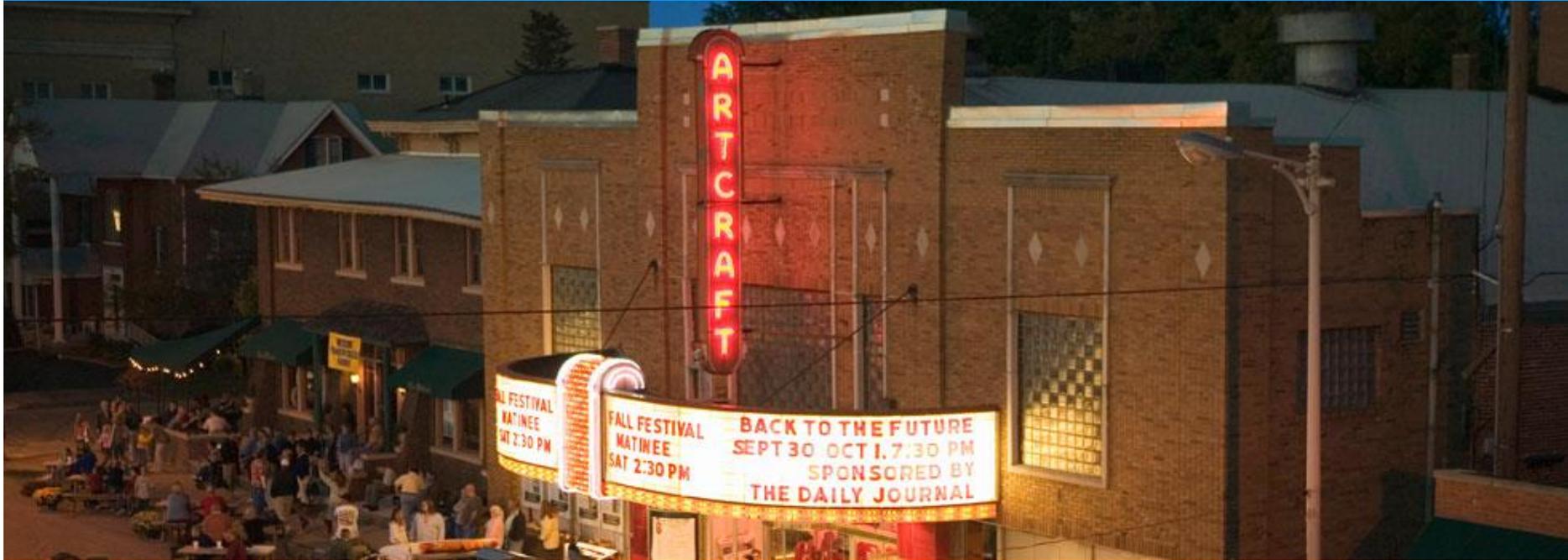
CAFE
LIQUOR
BEER WINES
COLUMBUS BAR

Check Out Our
Daily Specials
& Lunch Specials
In the Terrace

WHAT'S MISSING?

IDENTITY
MEMORY
REVENUE

IDENTITY





MEMORY



West on 3rd St., Columbus, Ind.



Sign at the rear of balcony
reads:
NO SHOUTING
STOMPING OF FEET
ALLOWED HERE





C

R

U

M

P

WELCOME BACK
JOHN MELLENCAMP

WORLD CLASS ROCK

REVENUE



ECONOMIC - ORGANIZATIONAL



GROW EXISTING BUSINESS

GENERATE NEW BUSINESS

INCREASE VISIBILITY

INCREASE LOYALTY

**TOTAL Economic Impact of Spending by Nonprofit Arts and Culture ORGANIZATIONS
in the City of Bloomington**

| | City of Bloomington | Median of Similar Study Regions <i>Pop 50,000-99,000</i> | National Median |
|---------------------------|---------------------|--|-----------------|
| Direct Expenditures | \$52,300,406 | \$6,245,874 | \$23,141,643 |
| Full-Time Equivalent Jobs | 2,779 | 231 | 791 |
| Resident Household Income | \$49,313,000 | \$6,234,000 | \$19,488,000 |
| Local Government Revenue | \$1,736,000 | \$234,000 | \$867,000 |
| State Government Revenue | \$2,313,000 | \$239,000 | \$1,010,000 |

GROWTH

*requires
opportunity
for revenue*



ECONOMIC – AUDIENCE

■ Auxiliary spending

- Shopping
- Dinner
- Drinks
- Dessert
- Lodging
- Parking



TICKET +

\$20.82

THE CRUMP – REVIVED & REINVENTED

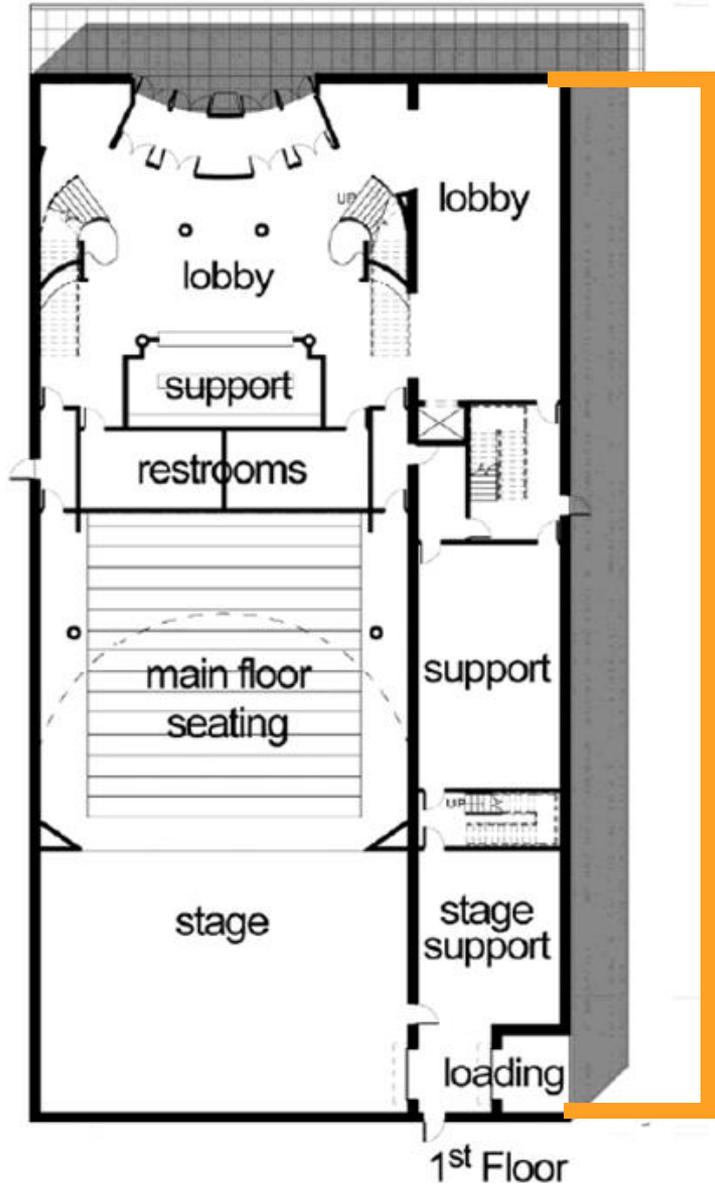
INSPIRING & WELCOMING



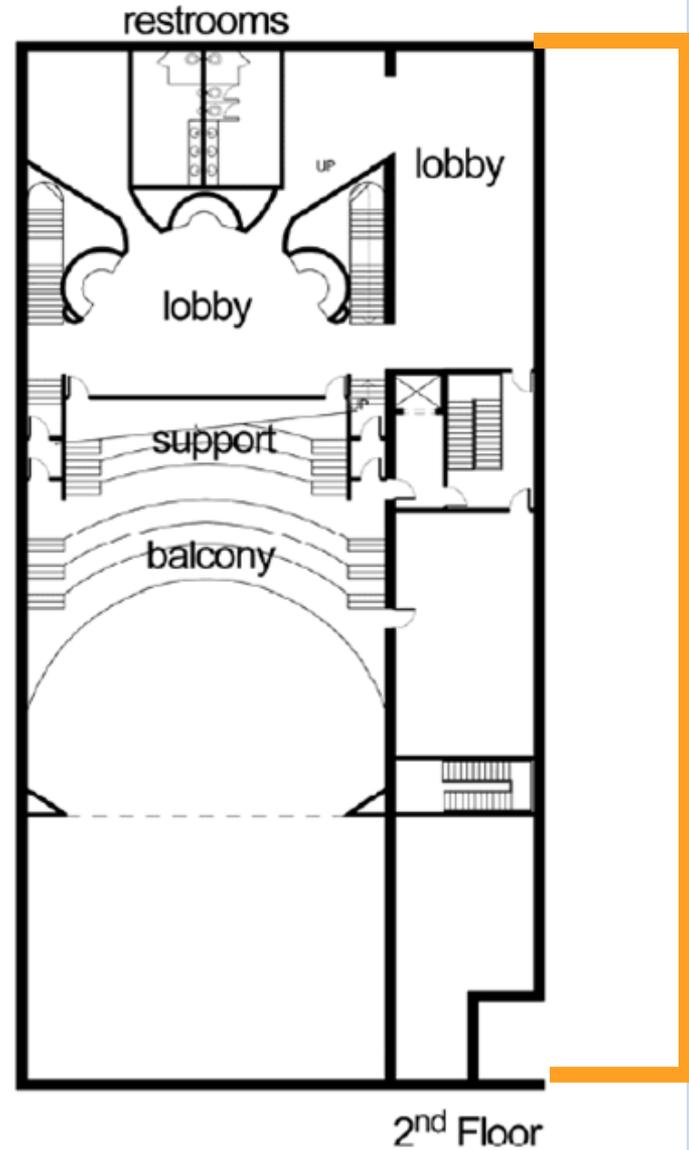
STRUCTURE

PARTNER
PRO
DIVERSITY

PROFESSIONAL



USABLE



600 – 650 Seats

CITY OWNERSHIP

NON-PROFIT MANAGEMENT

GOVERNMENT SUPPORT

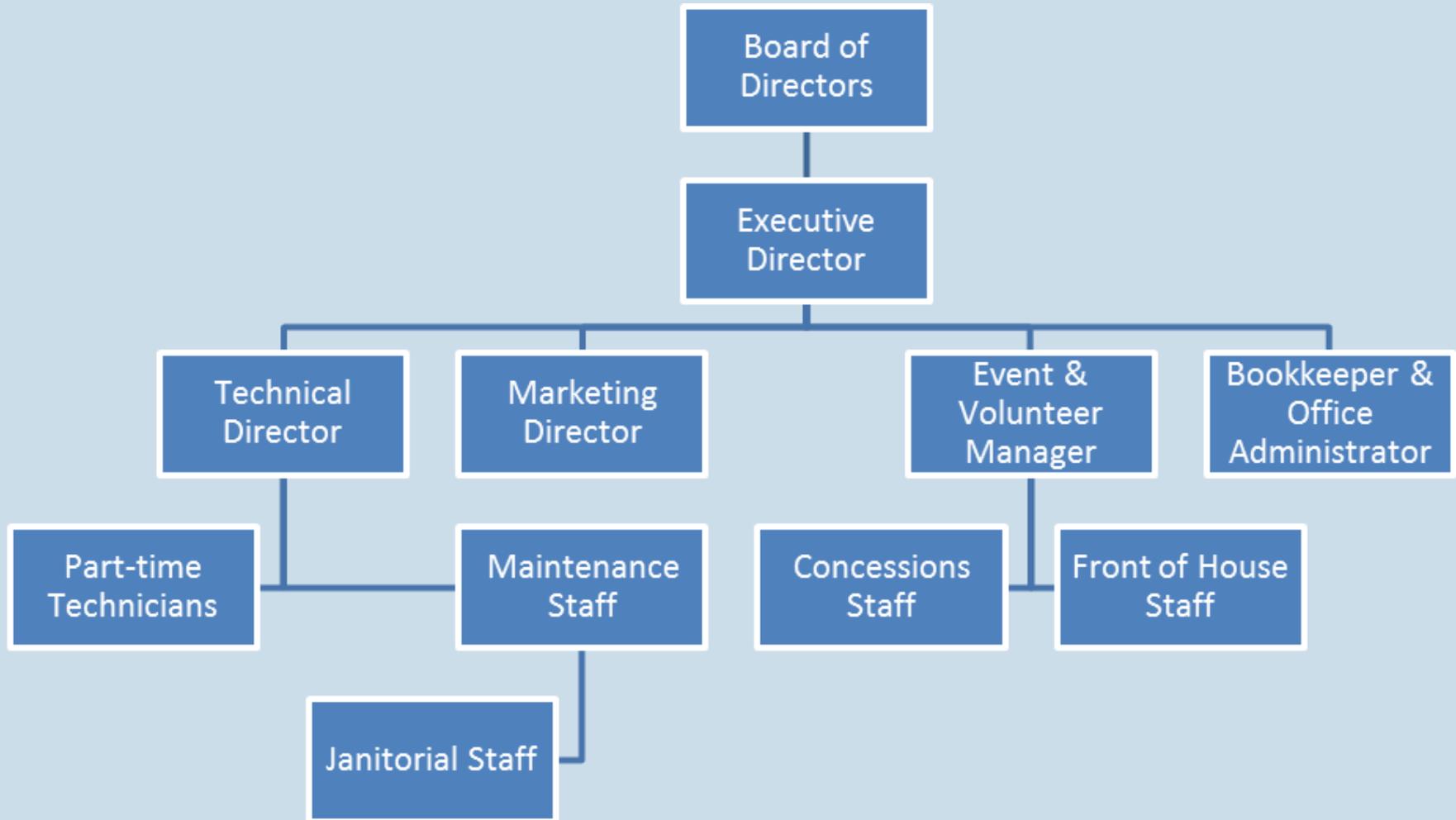
Tax Increment Financing
Parks & Recreation Grants
Cultural District Tax
Food & Beverage Tax
Parking revenues



NON-PROFIT SUPPORT

State Arts Funding
Foundation
Grants
Donations
Sponsorships
National Programming
Grants

PROFESSIONAL STAFFING



EARNED REVENUE

COMM
RENTAL
\$12,000

EVENT RENTAL
\$140,720

PRESENTING
\$301,125

BOX
OFFICE
SERVICE
\$19,561



COMMERCIAL RENT

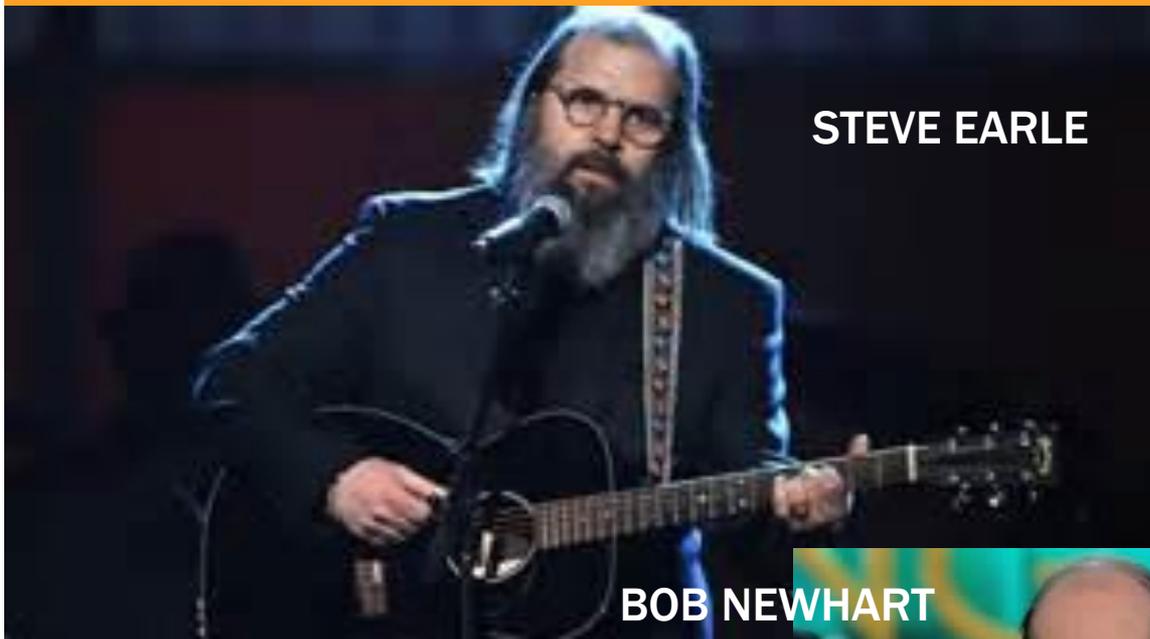
\$1,000/month



DIVERSE RENTAL

\$850 /performance
\$1.88/ticket @ 450 tickets
100 days/year

PRESENTING



STEVE EARLE



BOB NEWHART



**MARY CHAPIN
CARPENTER**

\$15 - \$45 ticket
20 shows/ year



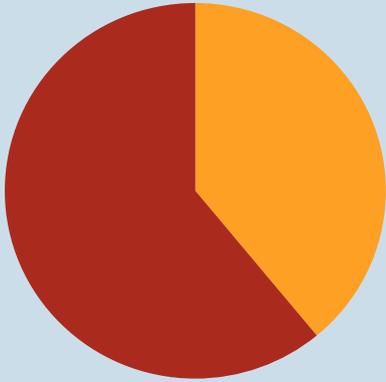
Classic Films & Special Movies
\$3-\$5 tickets
6 shows/ year

BOX OFFICE SERVICE



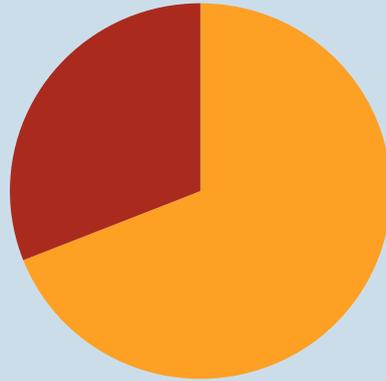
**\$100/performance +
5% of credit card transactions**

Artist/Venue Split – \$15 ticket



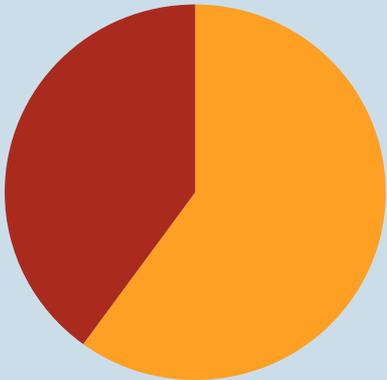
■ Artist
■ Venue

Artist/Venue Split – \$35 ticket



■ Artist
■ Venue

Artist/Venue Split – \$25 ticket

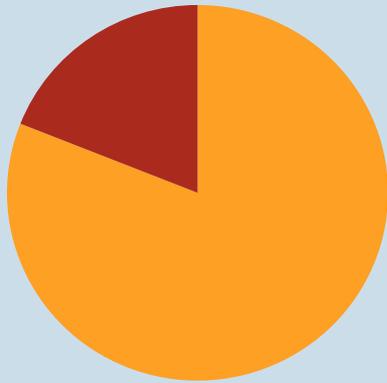


■ Artist
■ Venue

PRO SHOWS

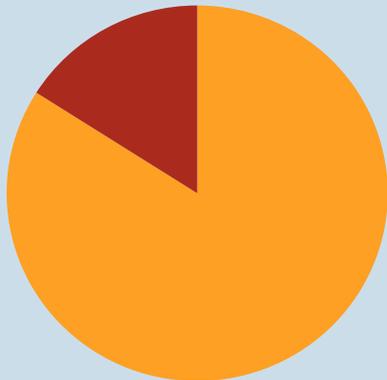
the artist
takes a larger
percentage of
the house the
higher the
ticket price

Artist/Venue Split \$15 ticket



■ Artist
■ Venue

Artist/Venue Split \$25 ticket



■ Artist
■ Venue

RENTAL SHOWS

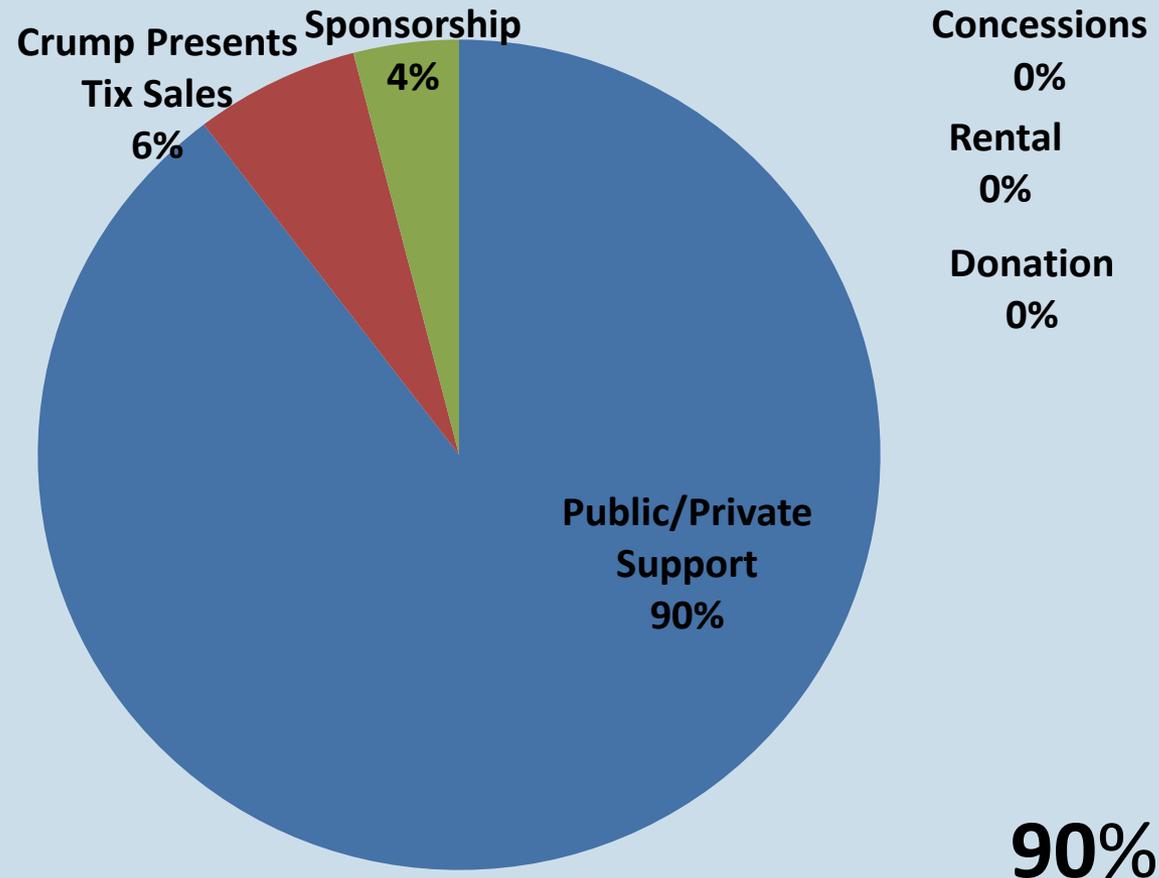
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ECONOMIC – AUDIENCE

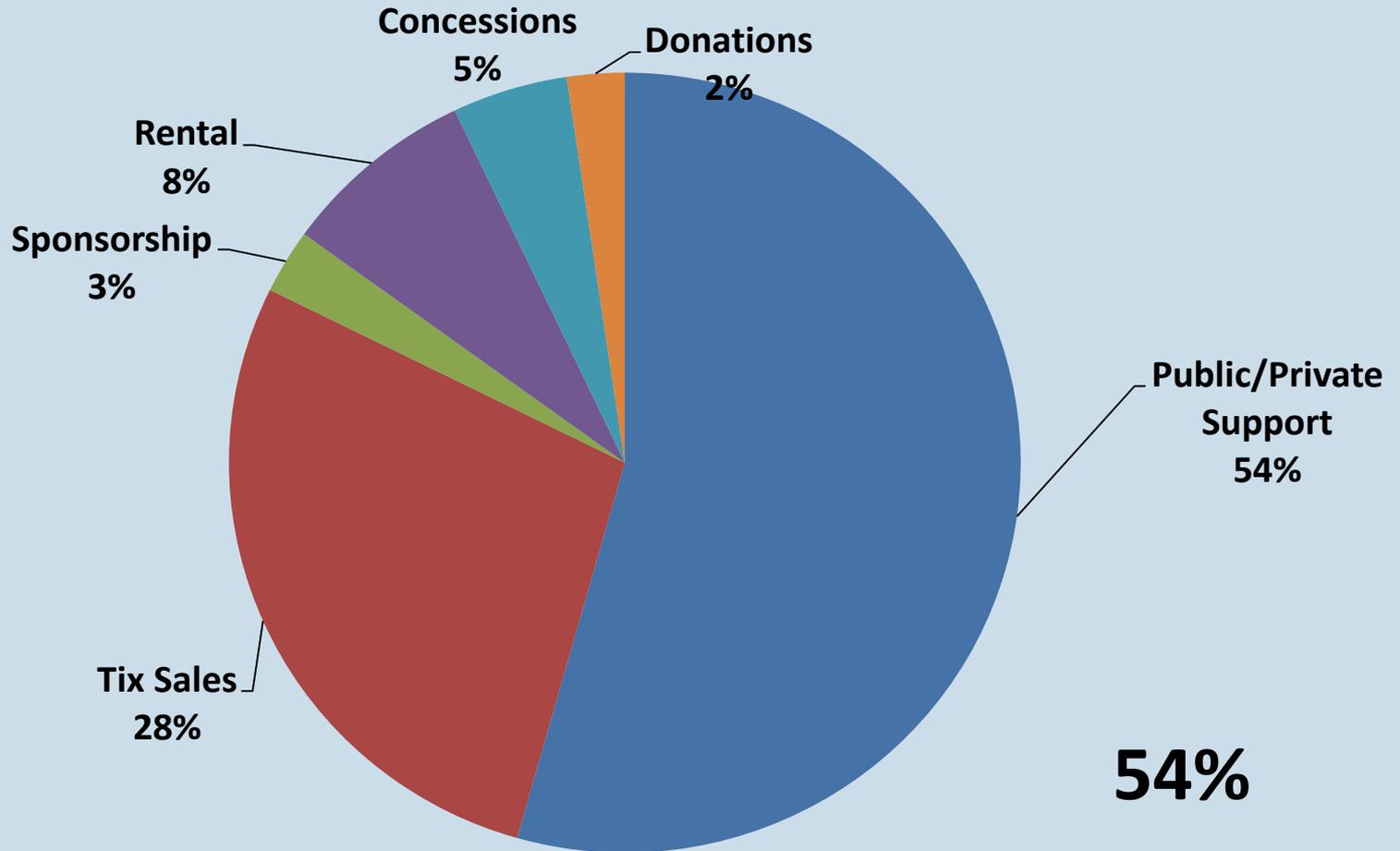
| | YEAR 2 | YEAR 3 | YEAR 4 | YEAR 5 | YEAR 6 | YEAR 7 |
|------------|-----------|-----------|-------------|-------------|-------------|-------------|
| Attendance | 12,225 | 39,850 | 48,907 | 60,093 | 73,919 | 91,022 |
| Spending | \$254,524 | \$829,677 | \$1,018,254 | \$1,251,149 | \$1,538,997 | \$1,895,078 |



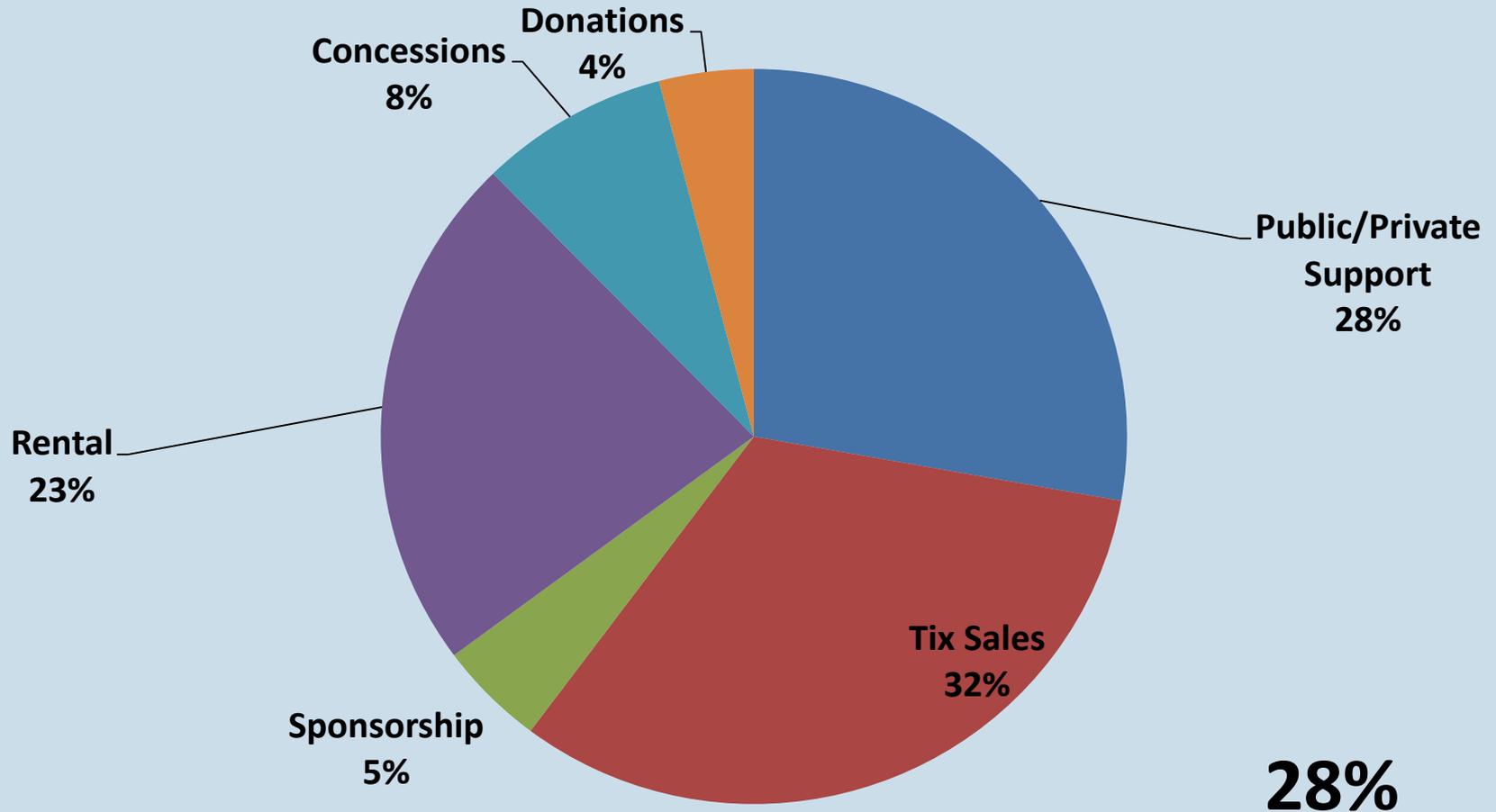
YEAR 1 TOTAL BUDGET \$197,873



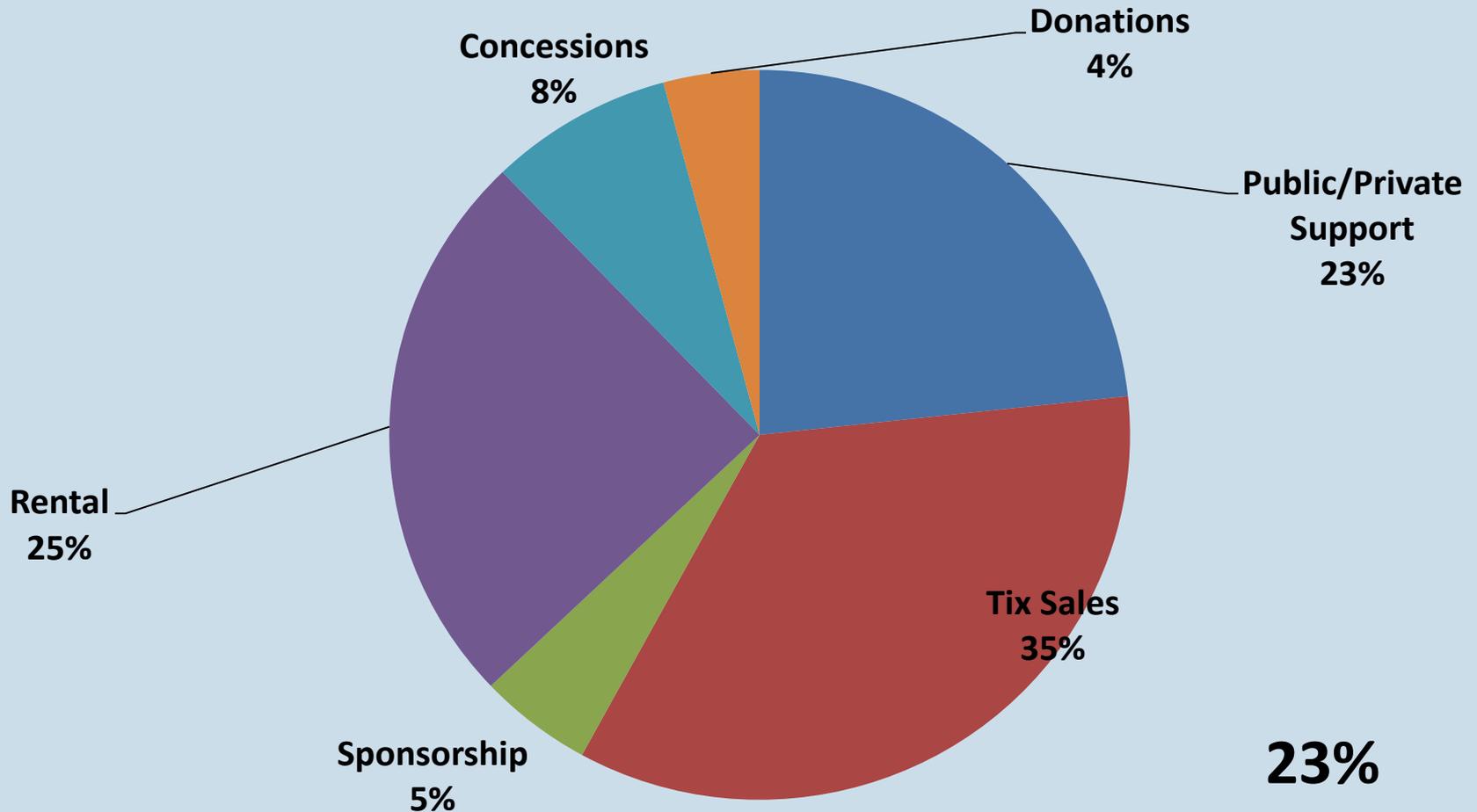
YEAR 2 TOTAL BUDGET \$608,564



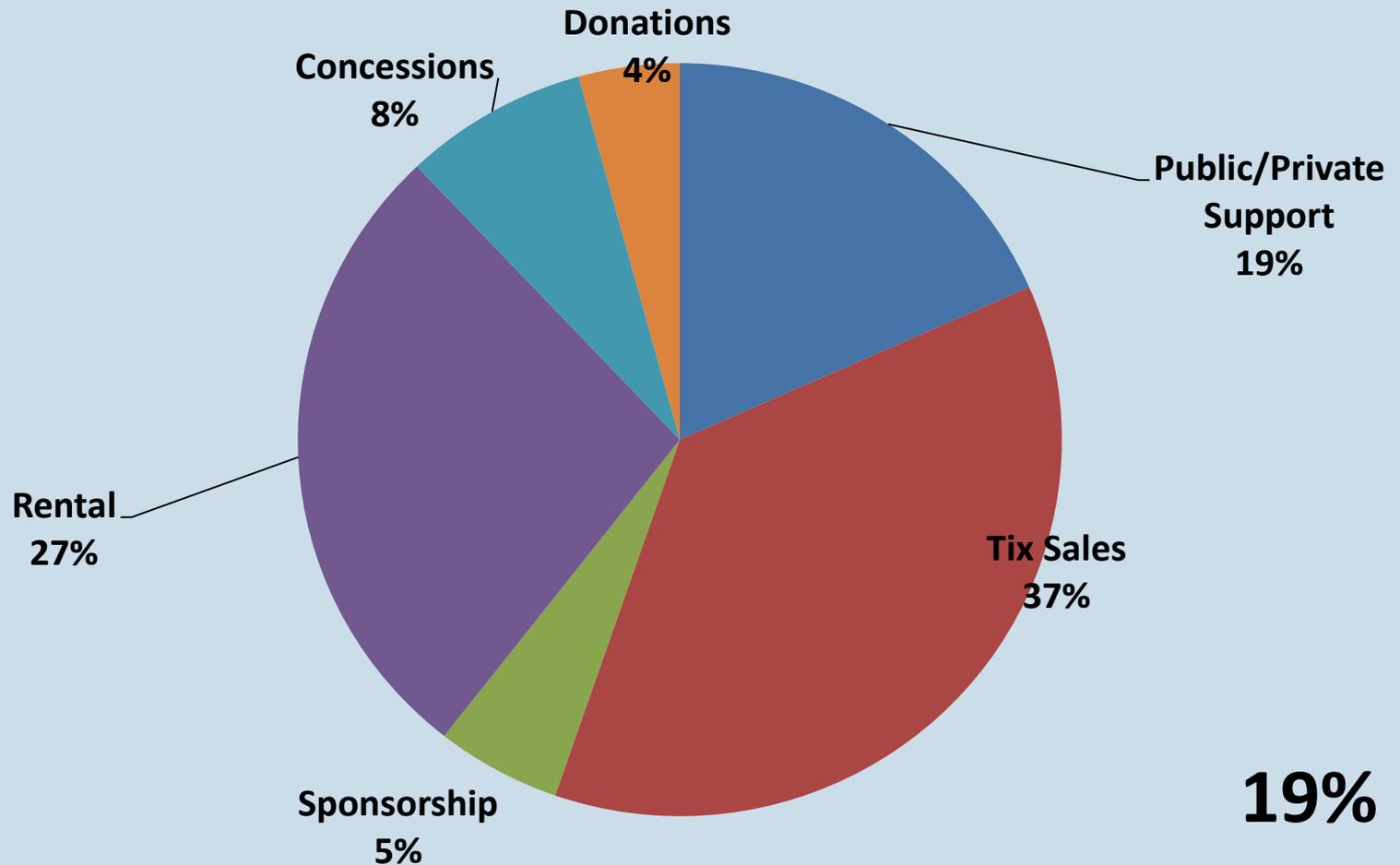
YEAR 3 TOTAL BUDGET \$699,224



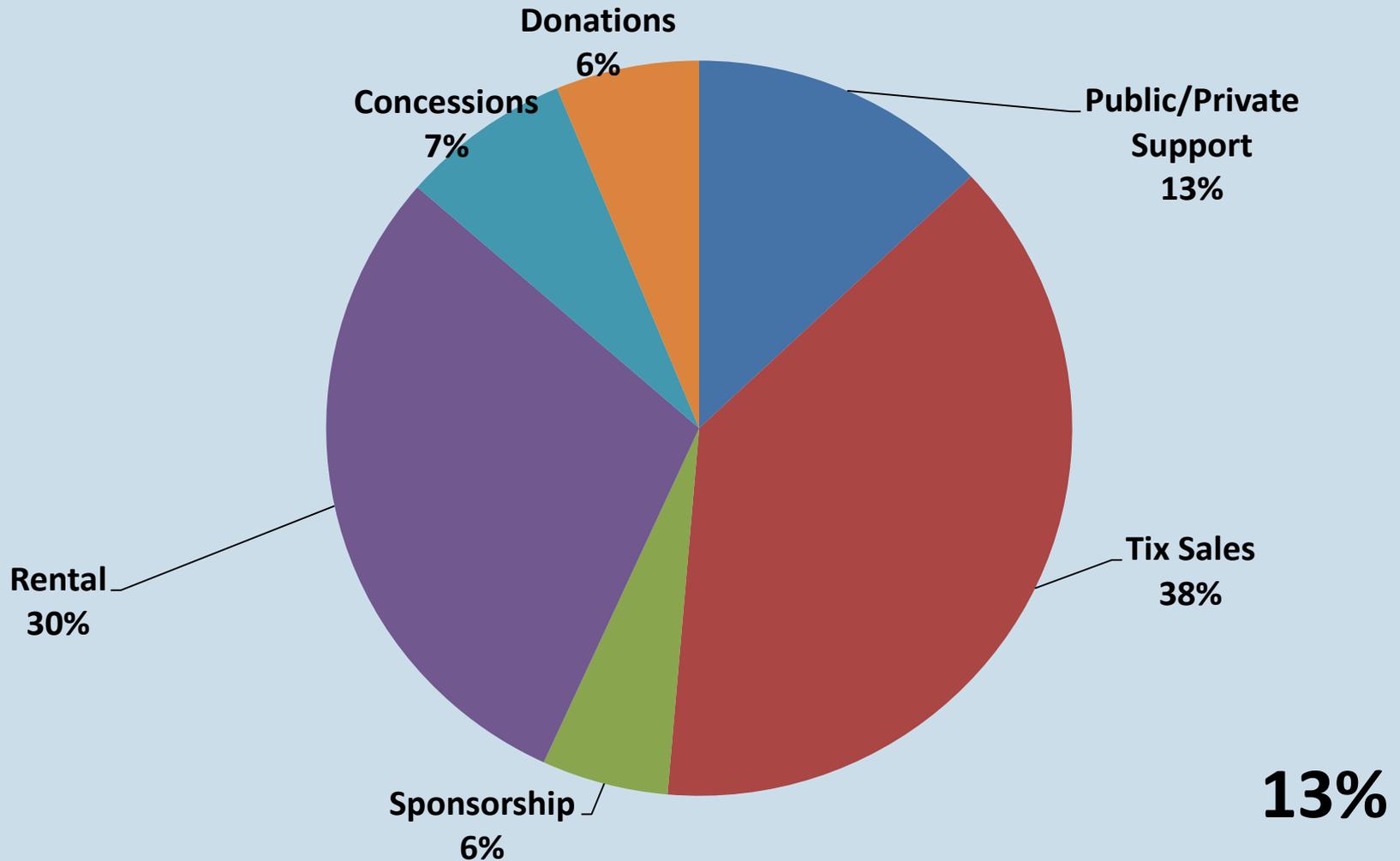
YEAR 4 TOTAL BUDGET \$754,478



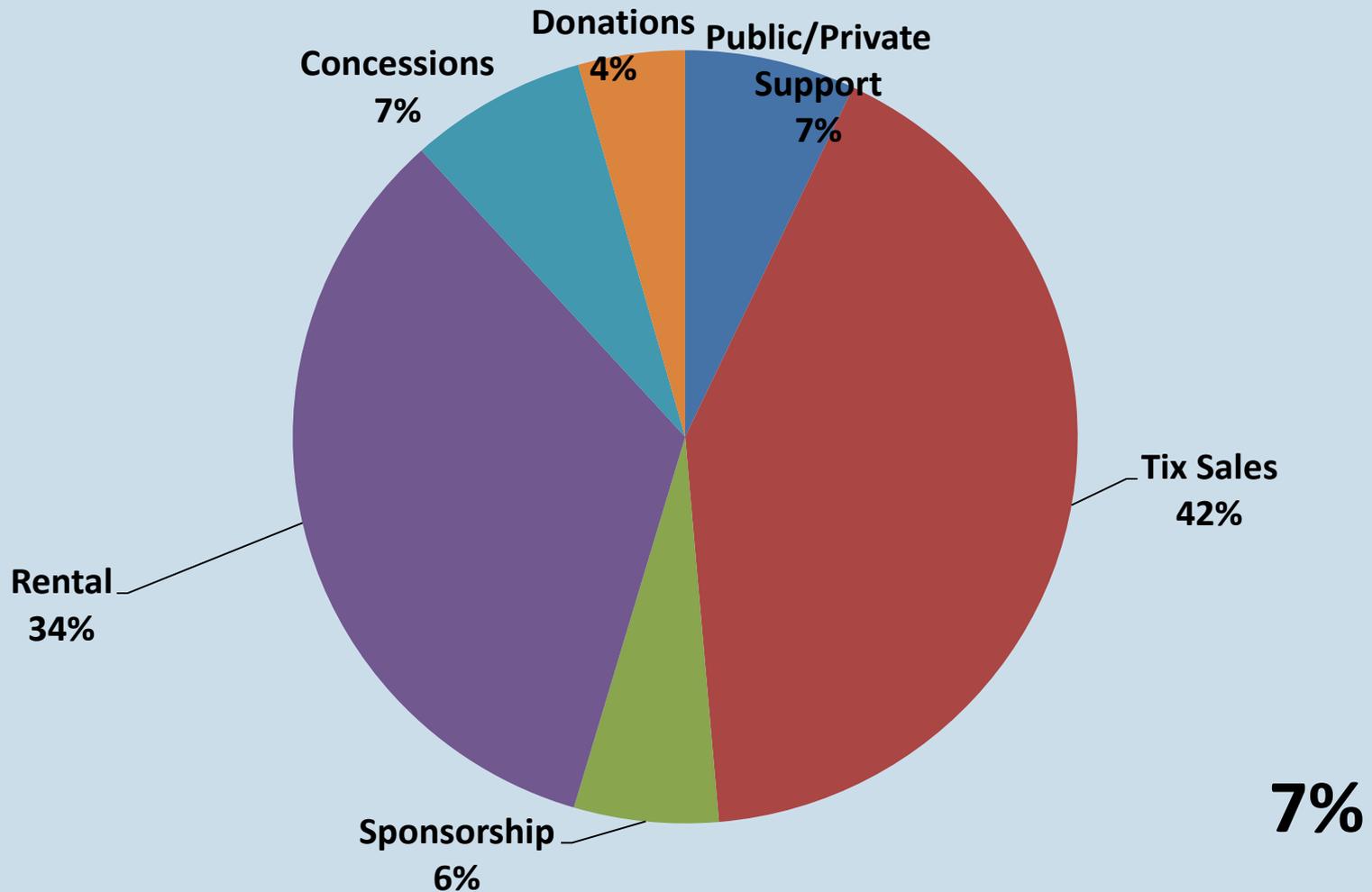
YEAR 5 TOTAL BUDGET \$816,726



YEAR 6 TOTAL BUDGET \$889,121



YEAR 7 TOTAL BUDGET \$974,190



BOTTOM LINE

| YEAR | PUBLIC / PRIVATE INVESTMENT |
|--------------------------------|------------------------------------|
| YEAR 1 – START UP | \$177,373 |
| YEAR 2 – GRAND OPENING | \$347,090 |
| YEAR 3 – FULL OPERATION | \$203,697 |
| YEAR 4 | \$183,721 |
| YEAR 5 | \$156,215 |
| YEAR 6 | \$122,444 |
| YEAR 7 | \$79,804 |