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INTRODUCING

# Dream Boldly: Unlocking Community Creativity to Build a Better Future

A Capital Campaign for Pillsbury House + Theatre

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## Our Vision

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Expanding a creative campus for community to develop skills that foster personal, social and economic power. Through arts programming and workforce development that honor human dignity, foster interconnectedness and celebrate culture, we are building a **creative economic hub** in South Minneapolis.

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## PH+T

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Truly embedded in South Minneapolis, PH+T brings the best that the arts has to offer in, with and for the community with high artistic expertise, long time neighborhood anchor status, plus an extensive network of community partners. As a national leader in **creative community development**, PH+T serves as a powerful example of arts integrated, cross-sector collaboration that **improves local quality of life**.

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## Our Theory of Change

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Weaving art and creativity into the fabric of community radically increases **access, attachment** and **agency** for all.

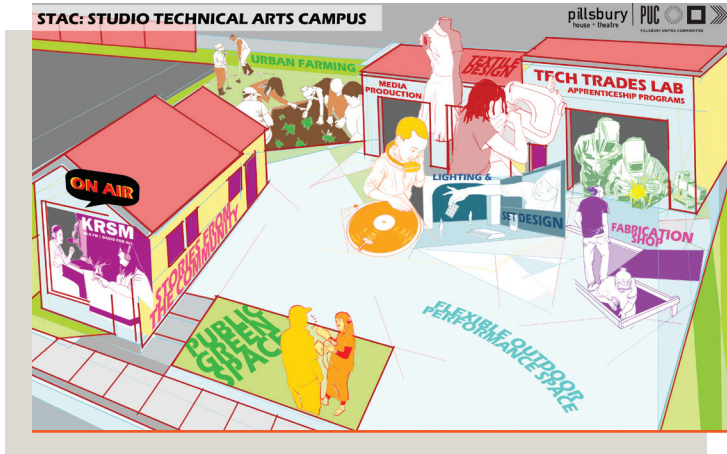
• • • **OUR PLAN**

# Our Plan

## Stage One

2022-2023

**Studio Technical Arts Campus (STAC) \$1.5M Capital Investment**  
Workforce development that supports BIPOC young people in gaining pathways to well-paying careers and addresses the lack of BIPOC representation in theatre tech and media.



Mike Hoyt

**Property Acquisition of 3525 and 3527 Chicago Avenue South**

LOI with exclusivity

**Renovation of property to build STAC**

tech theatre, design, fabrication, media, journalism, radio station

**Economic Impact**

- 50 young people ready for high paying union jobs
- 50 people gain technical skills for media production
  - 25 local artists contracted
- 5 nonprofit salaried positions supported

## Stage Two

2022-2025

**PH+T Building Renovation & Expansion \$26.3M Capital Investment**  
Fulfilling the commitment to community to be a lasting accessible cultural resource addressing the lack of gateway opportunities and artistic homes for BIPOC artists particularly the LGBTQIA+. Providing opportunities from birth to senior citizens to unlock and exercise their creativity.



J. Arthur Anderson

**Attachment**

Design spaces that foster interactivity / home / gathering  
Creating facilities and programming that foster relationships as the critical conduit for collective power building and community vitality

Planning, designing, permitting

**Access**

Renovate Current Building  
Renovating and expanding the PH+T building to create beautiful, warm, welcoming, accessible spaces for all including community, Full Cycle, PH+T programs, renters and partnering organizations

Demo, build, furnish & finish, relocation during renovation, equipment

**Agency**

Provide space and resources for artists and community members to imagine new possibilities and make good things happen

**Economic Impact**

- 50 people staffing additional co-located organizations
- 200 additional artists contracted
- 15,000 additional community members served
- 10 additional full-time staff positions created



**\$2M**  
already committed for future programming