



threshold
ARTS

PROPOSAL FOR THE HISTORIC CHATEAU THEATRE

Threshold Arts is a nonprofit organization dedicated to empowering artists at all levels and contributing to a more vibrant and inclusive arts community in Rochester, Minnesota, and beyond.

EXPERIENCE

Threshold Arts was a key partner in the renovation of downtown Rochester's former Armory building into **the Castle** - a multi-use community gathering place with an arts and culture focus. Together with our partners, we created a welcoming and inclusive space where community members and visitors could interact with artists at work, enjoy concerts, theatre, and other performances, participate in variety of classes and workshops, attend social events, shop for unique local and handmade items, work, and play.

In 2020, we shifted our focus to providing opportunities to local artists through public art installations and virtual and outdoor programs. We opened a retail storefront and gallery on South Broadway to provide an place for local artists to sell and show their work when other avenues (art fairs, pop-up vending) had disappeared as a result of the COVID-19 pandemic.

We have found success in collaborating with hundreds of local partners to bring community members together. Through numerous events and passive programs, we have become a trusted resource for arts and culture experiences in Rochester. We have proven to be a nimble and responsive partner as community needs change and creative opportunities arise.

The opportunity to serve as Operator of the Chateau Theatre would allow us to bring our community and its visitors together in a central gathering place, through collaborative programming with a wide variety of partner organizations. Our vision expands far beyond our own scope of work and the walls of this building, and welcomes partners from across the community to activate this iconic place with meaningful programs and experiences that represent and celebrate the diverse makeup of our community.

OUR VISION

Retail for handmade and locally sourced items, expanding on our retail storefront on South Broadway. Our current store features over 50 local artists, designers, and makers with items ranging from hand-poured candles and local honey to original art in a variety of media.

At the Chateau, we would have the space necessary to collaborate with our partners at Gift Rochester and include a curated selection of gift items from local retailers - showcasing the best of our community for locals and visitors to support our local economy.

Gallery Exhibitions for local artists, community-based exhibits, and other collections. Our current galleries at the Castle and our South Broadway location have been programmed to showcase the work of dozens of artists in a professional gallery setting.

We are exploring a partnership with Mayo Clinic to showcase works from the Clinic's expansive art collection and historical exhibits. The Chateau would provide a venue in which to share Mayo's educational mission with a broader society as the public has long been interested in these assets, but access has been restricted due to patient safety and security on campus.

Theatre, Music & More in collaboration with trusted partners. Absolute Theatre has been a strong partner, and has demonstrated excellence in theatre for the community. We have worked with production partner Northern Sun Productions, promoters My Town My Music, Treedome, Rochester Thaw, and other local musicians to host concerts and festivals at the Castle and other venues downtown.

We have committed partnerships with Rochester Downtown Alliance, Gray Duck Theater, community dance companies, and artists, and welcome promoters who are interested in presenting live music, theatre, film, etc... to share this space and bring arts and culture to the community.

Special Events in an iconic place. Our team has extensive experience coordinating and managing private rental events ranging from small group meetings, weddings, corporate events, and large community festivals. While there is an opportunity to earn significant revenue through private event rentals, we would maintain a limit to the number of private events offered to ensure the public has regular access to the Chateau.

Meeting Space for the community. Similar to our Community Studio at the Castle, we will offer an open meeting space for groups to gather free of charge with amenities like WiFi, A/V, and catering available.

Daily Activities for community members and visitors to connect and enjoy their downtime at the Chateau. In addition to shopping, viewing art exhibitions, and attending events, we would provide both scheduled and passive programs and activities (game cart, art activities, speaker series, movies, shuffleboard and foosball tables, etc..) for all.

There will be space to sit, relax, unwind, and reflect with reading materials and other amenities to pass the time.

Cafe in partnership with a local food & beverage partner to provide coffee, snacks, and bar service daily in the community commons and during events.

Information & Hospitality for downtown visitors. Our team would serve as a resource to offer information, tips, and guides to encourage visiting other local points of interest, shops, and restaurants, and to connect with our community partners. We see the opportunity for our mission to reach far beyond any one group or activity, and provide a sense of welcoming and belonging for our community members and visitors alike.



COMMUNITY PARTNERSHIPS

Absolute Theatre
American Association of University Women
Boys & Girls Club of Rochester
Canvas & Chardonnay
Channel One Food Shelf
City of Rochester
Collider
Dance Lab
Destination Medical Center
Diversity Council
Gallery 24
Gift Rochester
Good Earth Village
Gray Duck Theater
History Center of Olmsted County
Immersion Youth Repertory Theatre
League of Women Voters
League of SE Minnesota Poets
Majestic Events
Mayo Clinic
Minnesota Public Radio
My Town My Music
Northern Sun Productions
Olmsted County
Rochester Area Builders
Rochester Area Chamber of Commerce
Rochester Art Center
Rochester Dance Company
Rochester Civic Theatre
Rochester Downtown Alliance
Rochester Farmers Markets
Rochester Makers Market
Rochester Nonprofit Consortium
Rochester Public Schools
Rotary of Rochester
Sertoma 700
Southeast Minnesota Youth Orchestra
The Night Market
Treedome
University of Minnesota - Rochester
We Bike Rochester
Winona State University - Rochester

*plus artists and
small business
owners too
numerous to list*



ECONOMIC IMPACT

From the beginning of our work in late 2018, we made a commitment to ensure that artists are paid for the work they do. We are proud to have paid artists more than \$190,000 through retail sales, public art opportunities, artist-led programming, and performances.

This includes:

- Over \$65,000 in artist commissions through our retail storefront
- Almost \$60,000 in artist fees for concerts, live art, theatre, and other performances
- More than \$55,300 in artist stipends for public art murals and installations
- Nearly \$12,000 for artist-led programming and hiring artists for services such as photography and graphic design

We have also connected numerous artists with partners in the community, which has led to new opportunities and income for sharing their art.

BUILDING OPERATIONS

Through our experience managing the second and third floors of the Castle, we have learned which services are best managed by our team, and where to implement third-party support. Daily maintenance (safety/sanitation, light cleaning, updating/displaying signage, etc...), security, and hospitality staffing would be provided by Threshold Arts personnel. We will hire contract labor for routine cleaning, A/V production, cafe operations, and event security. If given the opportunity to fulfill this role, we would add additional personnel to our team including concierge/hospitality staff and an event sales & coordination manager.

IMPROVEMENTS

There is a need for some basic infrastructure enhancements including a sound system, lighting, staging, seating, and access. We intend to work with the City and other funding partners to ensure this is done with intention and variable uses in mind. Our expectation is that funding of any building assets would be the responsibility of the City, and we would partner to find additional private and community funding sources as needed.

SALES & MARKETING

Venue sales and marketing would be managed by a dedicated event manager, in collaboration with contract support services and community outreach.

We will attract the community through a variety of events that are open to the public, and outreach to connect with the broader community.

FINANCIAL

Daily admission to the gallery and community commons would be free for all.

Private event rental rates would be competitive, and discounts would be offered for nonprofit and cultural organizations. In exchange for use/operation of the common spaces, Threshold Arts would split rental revenue with the City of Rochester.

LEARN MORE

Additional information on our vision for the Chateau can be found at thresholdartists.org/chateau-vision.

REFERENCES

Tiffany Alexandria

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Mike Benike

Benike Construction
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Dustin Hart

My Town My Music
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STAFF

Naura Anderson, *Founding Director*

Naura Anderson is a creative professional who has been working in the local arts community since moving to Rochester in 2006. She grew up in Southeast Minnesota, studied Studio Art at St. Olaf College, and has extensive experience in nonprofit arts administration and community building. In 2018, she founded Threshold Arts with the goal of connecting the community around the arts and providing new opportunities for artists to be supported in their work. Through her work with Threshold, she and her team facilitate numerous public art partnerships, operates a retail storefront for local artists, and manages artist programs, events, and community spaces at The Castle. She is also the owner of Neon Green Studio, offering art-making experiences for artists of all ages and abilities.

In 2019 she was awarded the Mayor's Medal of Honor for Excellence in Industry for her contributions to organizations that benefit the citizens of our community. Naura is deeply rooted in the Rochester community, serves on the Board of Directors for the Rochester Downtown Alliance, and is and is a passionate volunteer for several community organizations. She and her partner Scott live in Rochester with her daughters Amelia and Jade, the family's rescue dog Ope, and two adorable kittens.

Tatyana Kurepina, *Storefront Manager*

Tatyana Kurepina joined the Threshold team in the Spring of 2021 to manage all operations of the retail storefront. She is a local documentarian, a lover of all things art, and a wearer of many hats with over 5 years of experience in marketing, graphic design, and video production. Before moving to Rochester from South Florida, Tatyana studied Journalism and Documentary Filmmaking at Emerson College. When she's not behind the camera or editing her latest artist interview, Tatyana enjoys going to local farmers markets, foraging, visiting her family in Chicago or spending the day listening to records from her favorite era, the seventies!

Ally Nathan, *Operations Coordinator*

Ally Nathan has been with Threshold since early 2020. Originally hired to manage daily operations at the Castle, she has nimbly adapted to fill a variety of roles including storefront operations, administrative duties, calendar management, and event support. Ally and her husband Aaron moved to Rochester from Boston in 2019, and are proud fur-parents to their rescue dog Kai. Ally joined the Threshold team with a desire to make a difference in Rochester by supporting Threshold's efforts in the arts community and beyond, and is doing so through her work to support our artist programs and collaborations with partners in the community.

BOARD OF DIRECTORS

Kristin Pavek

Knowledge Architect, Knowledge Management & Delivery at Mayo Clinic

Courtney Bergey-Swanson

VP of Development & Collaborative Services, CEDA

Michelle Partogi

Service Designer, Kern Center at Mayo Clinic

Jennalee Whiting

Visual Artist / Project Coordinator, Office of Contact Center Management at Mayo Clinic

CONTACT

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