

# BE A STAR!



## HISTORIC VOGUE THEATRE OF MANISTEE Capital Campaign

"We will turn on the Vogue's marquee lights, bring in some jobs, pump money into the economy and do it with a nonprofit staffed mostly by volunteers. The people of Manistee are about to see what a popular, thriving movie palace can do for their downtown." **Michael Moore, Feb. 9, 2011**

Spoken to a cheering mass gathered along Manistee's River Street on a bone-chilling February day, academy award-winning film producer Michael Moore sum up what the Vogue Theatre Project is all about. The vision of the newly formed **Historic Vogue Theatre of Manistee** nonprofit is to restore and reopen the Vogue Theatre to achieve prosperity for the Theatre, the downtown and the community.

Through this Capital Campaign, we are seeking to raise \_\_\_\_\_ through charitable donations or grants from private donations by \_\_\_\_\_ so that the Theatre can reopen this year.

We invite you to help turn on the marquee lights and join us for a show later this year at the Historic Vogue Theatre of Manistee! Become a "Star" in bringing the Vogue back to life!

**Historic Vogue Theatre of Manistee**  
A Michigan Nonprofit Organization

### Board of Directors

Steve Brower, Vice President, Northwestern Bank  
Cyndy Fuller, Executive Director, Alliance for Economic Success  
Frank Greco, Attorney, former Chief Commissioner, Michigan Supreme Court  
Deborah Lake, Executive Director, Traverse City Film Festival and State Theatre Project  
Barry Lind, Manager, Manistee-Blacker Airport  
Michael Moore, Academy Award-Winning Film Producer  
Jim Draze, President, Draze Consulting

## “Hitting a New High”

...was the romanced-drenched film on opening night at the Vogue Theatre on January 10, 1938, featuring the dynamo Lily Pons.

The Vogue was “Ultra-modern in every respect, the last word in architectural design, luxuriously fitted with every convenience and equipped with the finest projection and sound systems available.”

The building is distinguished by the pedigree of famous architect, William L. Pereira. Built by the Butterfield Theater Company, the strong horizontal and vertical lines and general simplicity of the architecture contrast with the neighboring ornate Victorian buildings.

On the sloping theatre floor were 935 seats of blue and coral leather and velour. The walls and ceilings were accented with blonde maple, chrome and aluminum trim. The deeply recessed entry led to a modernistic lobby with resilient rubber flooring, indirect lighting, a mirrored ceiling and walls of figured wood, depicting scenes to honor Manistee’s heritage.

Seventy-three years later, the Vogue Theatre sits dormant.

With funding from a U.S. Dept. of Agriculture Rural Development, a feasibility study was completed in 2010 by an independent consulting team to assess if the building should be restored as a theatre. They assessed existing conditions; evaluated optional uses; identified improvements and repairs; evaluated market conditions; and provided programming recommendations.

They found that the exterior of the building is sound and that the property could and should be restored as a community theatre. It reported that a market area with a 25 miles radius has sufficient population to support a theater, not including the influx of seasonal residents and tourists. It recommended that the Manistee Downtown Development Authority (DDA) purchase the building with a goal of restoring the Theatre.

The DDA purchased the Vogue for \$65,000 with a vision of restoring it as a community theater, making it a catalyst for the downtown, much as the State Theatre restoration has been credited with in Traverse City.

The Manistee DDA then transferred ownership of the property and building to the Historic Vogue Theatre of Manistee nonprofit under terms and conditions that support the Theatre’s restoration in alignment with the vision and goals for downtown Manistee.



February 9, 2011

## MICHAEL MOORE TO CHAMPION VOGUE THEATRE RESTORATION

This was the February 9 headline that ignited the call to action to restore the Vogue Theatre.

“We will return The Vogue to being the crown jewel of Manistee. It will show first-run movies plus documentaries, foreign films, kids movies and classics – something for everyone. The Vogue will become Manistee’s new town square. I’m encouraging everyone to consider making gifts of money, time and expertise to bring the Vogue back to life,” said Michael Moore.

In addition to offering his help with programming, Moore said that no more than “a half-dozen generous benefactors from the area need to write a check to breathe life into the Vogue. if they write that check, I will too.”

As with the State Theatre in Traverse City, the restoration of the Vogue will be a grassroots effort under the direction of the Historic Vogue Theatre of Manistee’s Board of Directors and the architect and construction manager for the project. Moore championed the restoration of Traverse City’s State Theatre which he recalls was “gutted and rebuilt from scratch in just six weeks. Over 200 people rolled up their sleeves and got to work. It was a force that couldn’t be stopped. Six weeks later, the Governor was cutting the ribbon on opening night.”



Between February 9 and April 1, over 200 people volunteered their time to help with the Vogue Theatre Restoration. In that same time, \_\_\_\_\_ organization volunteered materials at their cost, including roofing, \_\_\_\_\_, and \_\_\_\_\_. Although the Vogue Theatre Capital Campaign had not even begun, a total of \_\_\_\_\_ charitable donations were received, totaling \$\_\_\_\_\_.

With the formation of the Historic Vogue Theatre of Manistee, backed by the experience and skills of its Board of Directors and the refinement of the design and restoration costs by the architect and construction manager, the Capital Campaign is now underway. The Manistee County Community Foundation, a 501 (c) (3) nonprofit, is accepting Capital Campaign donations that will be directly allocated to the restoration of the Vogue.

## Coming Soon

The goal of the Vogue Theatre Capital Campaign is to restore and reopen the Vogue in 2011.

The restoration work and approximate costs breakdown as follows:

Site

Basement

First Floor

Second Floor

Balcony

Third Floor

Roof

Building Exterior

General - Building

**NEED COSTS AND AVAILABILITY OF SCHEMATICS. ALSO NEED TO TALK ABOUT HOW VOLUNTEERISM AND DONATED MATERIALS FITS IN.**

# The Vogue Theatre Restoration Fund

Contributions to the Vogue Theatre Restoration Fund are tax deductible and can be made on-line, by mail or in person to the Manistee County Community Foundation.

## On-Line:

1. Go to [www.manisteefoundation.org](http://www.manisteefoundation.org)
2. Select "Give"
3. Select "List of Funds"
4. Go to 2<sup>nd</sup> page of "List of Funds" to the "Vogue Theatre Restoration"
5. Select "Donate"
6. You will then be at the "Online Giving" page where you can provide your contact and credit card information

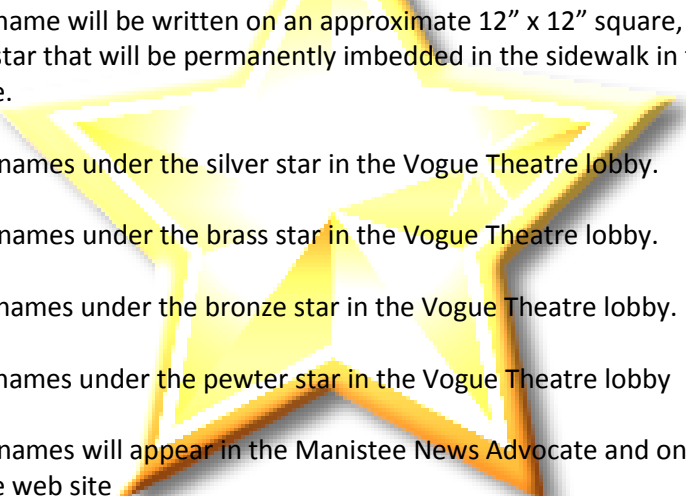
## By Mail or in Person:

Manistee County Community Foundation  
332 First Street  
Manistee, Michigan 49660  
Ph: 231-723-7269

All donations will be acknowledged for your records by the Manistee County Community Foundation.

## Be a Star!

Each and every donor will be a Star! Donors will be recognized as follows:



\$100,000 +	Donor name will be written on an approximate 12" x 12" square, adorned with a gold star that will be permanently imbedded in the sidewalk in front of the Theatre.
\$50,000 - \$99,000	Donor names under the silver star in the Vogue Theatre lobby.
\$25,000 - \$49,999	Donor names under the brass star in the Vogue Theatre lobby.
\$5,000 - \$10,000	Donor names under the bronze star in the Vogue Theatre lobby.
\$1,000 - \$4,999	Donor names under the pewter star in the Vogue Theatre lobby
\$1.00 - \$999	Donor names will appear in the Manistee News Advocate and on the Vogue Theatre web site

**Note: For more information or to schedule a discussion about the restoration of the Historic Vogue Theatre of Manistee, contact 231-723-43215 or email [jami@allianceforeconomicsuccess.com](mailto:jami@allianceforeconomicsuccess.com).**