

Starlight

Uniquely KC Campaign Fact Sheet

CAMPAIGN GOAL:

\$36M in capital/building improvements
\$4M in community engagement programming
TOTAL CAMPAIGN GOAL: \$40 Million

MAJOR CONTRIBUTORS:

For a comprehensive list of current campaign donors, please visit kcstarlight.com/uniquelykc

PURPOSE:

1. Enhance the in-venue guest experience and expand live arts experiences
2. Enhance arts access and youth education opportunities
3. Foster and support the Kansas City arts and culture sector
4. Generate positive economic impact in the region

TIMELINE:

FALL 2023 – SPRING 2024

- ◆ Public announcement and pilot launch of new programs

FALL 2024 – SPRING 2025

- ◆ Phase one of construction: kitchen, restrooms, new towers
- ◆ Phase two development of new programs

FALL 2025 – SPRING 2026

- ◆ Phase two of construction: canopy and production bridge

CAPITAL PROJECTS:

CENTRAL CAMPUS:

Construction of a new robust production truss and light bridge will enhance production capabilities. Additionally, a new state-of-the-art seating canopy will extend over the Orchestra, Box, and the front portion of Plaza seating, allow for summer Broadway matinee programming for up to 2,500 attendees, and open opportunities for other community events and partnerships.

WEST CAMPUS:

New restroom facilities will replace the original buildings, increasing the capacity to better serve Starlight guests. Starlight will continue its dedication to being the home for accessible live arts experiences by adding its first health room and additional accessible family restrooms.

A new, accessible entry located at gate 3 will now allow an accessible public path into the Starlight venue from all gate entrances. The new building will provide a Guest Services location for the west side of the venue and showcase the economic, social, and environmental benefits of a green roof space.

EAST CAMPUS:

Starlight's kitchen will be renovated to upgrade food and beverage services and expand equipment and storage opportunities.

COMMUNITY PROGRAMS:

1. A free musical theatre residency for under-resourced elementary schools to produce their first musical and create a sustainable arts program.
2. A performance series for young audiences to provide the inspirational benefits of live theatre, including school matinee performances, weekend family shows, and sensory-friendly programs.
3. A technical theatre training program, showing high school students the often-hidden career paths in the arts.
4. The expansion of Starlight's existing community tickets program to reduce barriers to participation and create more entry points to meaningful arts experiences.
5. An Arts Bridge program to leverage the power of the arts for community building in Kansas City by activating Starlight's historic facilities and collaborating with arts and non-arts organizations alike.



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ECONOMIC OUTPUT:

CURRENT: \$61M

POST-RENOVATION: \$101.7M

Source: 2022 Starlight Renovation Economic Impact Study prepared by Development Strategies

CANOPY/LIGHT BRIDGE STATS:

TOWER HEIGHT:

- ◆ 60' existing - 71' new

BRIDGE LENGTH:

- ◆ 185' long side of curve

CANOPY MAX HEIGHT:

- ◆ 92'-1" from stage
- ◆ 83'-8" from seating

SEATS COVERED BY CANOPY:

- ◆ ~3220

WEIGHT OF CANOPY:

- ◆ ~250 tons

LEADERSHIP:

For a comprehensive list of current campaign leadership, please visit kcstarlight.com/uniquelykc

CONSTRUCTION PARTNERS:

Architect: GastingerWalker&

General Contractors: JE Dunn Construction

City of Kansas City, Missouri

City of Kansas City Parks and Recreation

Legends Project Development

ORGANIZATION FACTS:

- ◆ Starlight is a 501(c)(3) nonprofit organization with a \$20 million operating budget.
- ◆ Starlight presents an average of 100 live arts experiences and engages approximately 320,000 guests from across all 50 states each year.
- ◆ Starlight engages approximately 30,000 people each year through its community engagement programming.
- ◆ Starlight is a city-owned theatre which receives less than 2% of its annual revenue from public funding.
- ◆ **For more information, please visit:**
 - [Starlight History](#)
 - [Starlight 990](#)
 - [Starlight Annual Impact Report](#)
 - [Starlight Board of Directors](#)

FOR MORE INFORMATION CONTACT:

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A CAMPAIGN FOR STARLIGHT