

# *The Show Must Go On*

Capital Campaign



**PENNSYLVANIA THEATRE OF PERFORMING ARTS**

**THE SHOW**

**MUST GO ON**

J.J. FERRARA  
PERFORMING  
ARTS CENTER

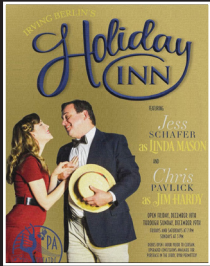
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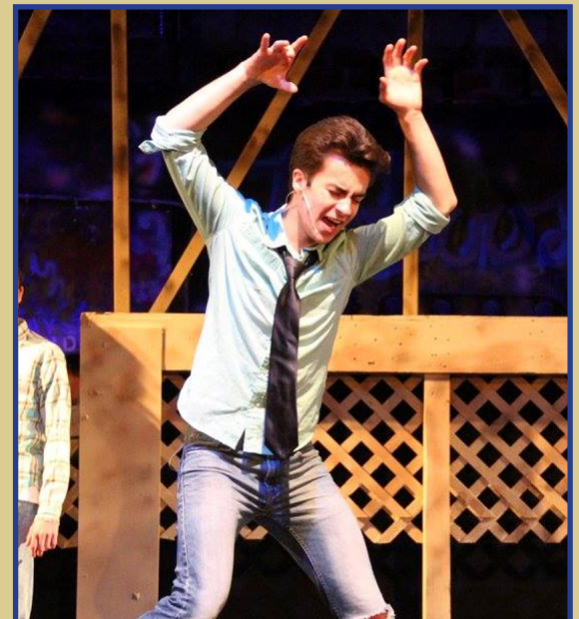
# Welcome to the Pennsylvania Theatre of Performing Arts Capital Campaign



We are thrilled to share with you our vision for the future of our theatre, and we invite you to join us in ensuring that it remains a vibrant and vital part of our community for generations to come.

The Pennsylvania Theatre of Performing Arts has been a hub for the arts in our community for more than 25 years. We have entertained, educated, and inspired countless residents through our productions, educational programs, and outreach initiatives. Our non-profit organization continually strives to maintain and upgrade our facilities, equipment, and programming to enhance the theatre-going experience.

We are excited to launch a Capital Campaign over the next five years which will enable us to increase the variety of our performances, to create more youth programs, and to make much-needed improvements to our theater.





# Capital Campaign Leadership

**As Co-Chairs of the Capital Campaign Committee**, we are honored to help lead this important effort to raise funds for our beloved community theater.

We want to personally invite you to join us in this campaign by becoming a PTPA Patron of the Arts.

We are confident that with your pledge, we can reach our fundraising goal and make our venue an even better place for young and old to enjoy the magic of live theater. Together, we can ensure that the PTPA will thrive as an essential cornerstone of our community.

## **Dr. Christopher A. Snyder**

**PTPA President and General Manager**  
[operations@ptpashows.org](mailto:operations@ptpashows.org)

“I have truly enjoyed working with a host of talented people on and off stage at the PTPA over the past ten years. I look forward to ensuring that live theater thrives in Luzerne County and that our community has a wonderful venue to showcase the immense talent in our area.”



## **Sherri Salvaterra O'Donnell**

**Community Outreach Manager**  
[admacam@verizon.net](mailto:admacam@verizon.net)

“As a former violin student of Father Joe Ferrara, I have a connection to Ferrwood Music Camp and the JJ Ferrara Performing Arts Center. As my own children grew up, they became involved in the PTPA which resides now in the JJ Ferrara Center. It was like coming full circle and having a connection to my past while moving the theater forward and preserving Father Joe's memory! I believe many of us in the area feel this connection to Father Joe and to the performing arts.”



## **Mary Pat Stroia**

**Founder and CEO of BizDev Health**  
[fundraising@ptpashows.org](mailto:fundraising@ptpashows.org)

“As a strong supporter of the Greater Hazleton area, serving on several local boards, I believe culture is what gives people an identity and meaning. Community theatre is one of the ways to enhance the culture of the area serving as a bond to bring people together. My daughter Claudia's involvement in several productions at the PTPA, proved to me the value of the bonds that are formed within the theatre family and the valuable lessons learned such as public speaking, confidence, collaboration and much more. My desire is to ensure that the PTPA remains a cultural staple in the community for years to come.”



## **Natasha Keyser**

**Creative Capital Coordinator**  
[natshakeyser@ptpashows.org](mailto:natshakeyser@ptpashows.org)

“Community theater nurtures creativity, fosters connections, and enriches that fabric of society through the collective celebration of human expression. Everyone I have met at the PTPA is committed to bringing the best that theater has to offer to our community. I am proud to be working on the PTPA Capital Campaign Committee.”





# Our Mission



At the Pennsylvania Theatre of Performing Arts, our mission is to enrich the cultural fabric of our community through exceptional theatrical productions, educational programs, and community engagement. We believe that theatre has the power to inspire, educate, and unite people of all ages and backgrounds.

Our theatre is committed to providing a welcoming and inclusive environment where everyone can feel valued and supported. We strive to create opportunities for local artists to showcase their talent and for community members to participate in all aspects of theatre production, from acting to directing to stage design and management.

Through our programming, we seek to entertain, challenge, and engage our audiences with a diverse range of theatrical works that reflect the experiences, struggles, and joys of the human experience. We believe that the arts have the power to inspire empathy, understanding, and social change.



As a nonprofit organization, we are committed to serving our community by providing affordable access to theatre arts and education. We are dedicated to fostering a love of theatre in future generations by offering youth programs that develop artistic skills, teamwork, and self-confidence.

At the Pennsylvania Theatre of Performing Arts, we are passionate about the transformative power of theatre and the positive impact it can have on individuals and society as a whole. We are committed to creating meaningful experiences for our audiences, artists, and community members, and to being a vital cultural resource for our community.





# Our History

The Pennsylvania Theatre of Performing Arts (PTPA) is a cherished institution in our community, providing a stage for talented actors, directors, musicians, and dancers to learn, experiment, and entertain local audiences. Since we began as a volunteer organization in 1997, we have proudly mounted hundreds of productions ranging from classic and contemporary Broadway musicals and plays, to children's productions.

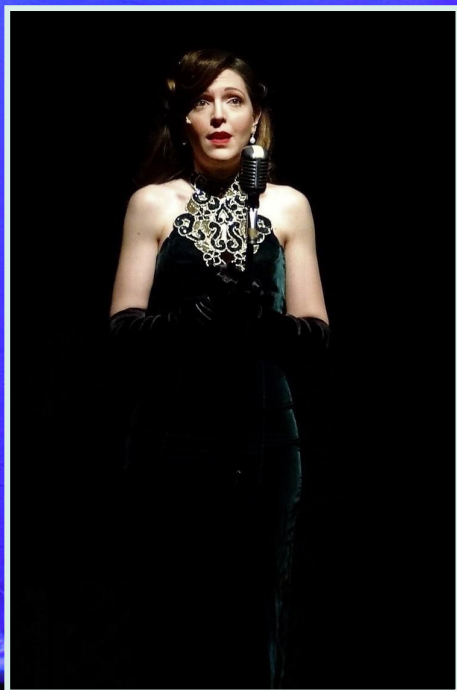
In 2008, we outgrew our original location on Laurel Street, and found a new home at the JJ Ferrara Center on West Broad Street, named after beloved local priest "Father Joe" Ferrara, who also founded Hazleton's Philharmonic Society and its music school. Father Joe believed in the power of music to nurture and shape young individuals into better people. We have proudly maintained the name – the JJ Ferrara Center - as a tribute to Father Joe and the Philharmonic.

Today we continue to uphold his values and vision by providing quality theatrical performances that serve as a cultural outlet for the talents of our community."



# Our Future

Our vision is to create a fabulous show hall that is not just a building but that is also a symbol of transformative art, life, and collaboration. The PTPA is a school, a safe rehearsal space, a dance studio, a live musical stage, and a place for people of all cultures to express themselves and make meaningful connections. We strive to bring people together in a venue that offers a positive performer and audience experience.





# Messages

“The PTPA has become a space for me to exercise artistic expression through performance and direction. Working at the PTPA has been a continuous learning and teaching experience that I truly cherish. I am confident that others will find the same supportive home at the PTPA as the one that welcomed me during my high school years. The theatre must continue to be a space that is both safe AND challenging. Our theatre continues to be a beacon for youth and young adults to develop their talents, skills, and personalities. It is a place for the community to partake in quality entertainment that is both professional and homegrown. There is truly nothing else exactly like community theatre in terms of what it offers to those both onstage and in the audience. Now, more than ever, we need its unique gifts in our lives.”

- Adam Randis, Artistic Director



“ Theatre is truly special; I believe there is no better way to learn what it is to be human - to truly empathize and communicate with others in a meaningful way. Young actors get to find themselves, who they are at their core, by stepping foot on that stage. We learn more about ourselves by being someone else, and theater offers the opportunity to see the world from a different perspective. This invaluable space offers young people the chance to collaborate, express themselves, and prosper. It is an honor and truly rewarding experience to help nurture these young people’s explorations in the arts and help them grow as people.”

- Joshua Plesce, PTPA Board Member  
and Hazleton Area School District Arts and Humanities Drama Studio Director



“Growing up, I was the person who stood in the corner and couldn’t speak in front of people. Then I found theatre. Being involved in theatre gave me confidence and pushed me out of my comfort zone. It also allowed me to find “my people.” I am forever grateful for the skills I learned and the friendships I made, it will always be a part of my life and will always be my home.”

- Emily Seratch, Contract Specialist with Naval Supply Systems Command Weapon Systems Support and former PTPA Youth Actor



“We’ve enjoyed performances at the PTPA since 2006... we love seeing the talented performers acting their hearts out and bringing life to a wide variety of theatre. The theatre is local, affordable, and enjoyable. What’s not to love?”

- Tom and Judy Hall  
PTPA Patrons





# PTPA Youth Arts

## PTPA Playground – A Program for Young Performers

The PTPA Playground is a place where young dreams take center stage. Designed specifically for young performers, the Playground provides a nurturing environment for youth productions, workshops, and a dedicated summer program. These productions offer the youth of NEPA the chance to learn, grow, and showcase their talents in a supportive setting.

Your sponsorship will allow young actors to perform in children's productions. It will also give them access to weekly acting, singing, and dance classes. We focus on the educational rehearsal process, utilizing games and character development exercises. This approach allows young actors to hone their skills while exploring a wide range of characters, providing them with more opportunities for casting and growth. We periodically feature mainstage shows that require child actors, actively encouraging Playground students to audition.

We are thrilled to offer this exceptional opportunity for our youth performers to develop their talents, gain valuable experience, and grow as artists. We invite you to support this invaluable program as we inspire and empower the next generation of performers.



## PTPA: Providing Benefits to our Youth

- Confidence
- Imagination
- Empathy & Tolerance
- Collaboration
- Communication Skills
- Concentration
- Social Awareness
- Aesthetic Appreciation
- Trust
- Fun





# Our Renovation Plans

## **Renovate and Modernize Our Facilities**

Our theater is in need of updates to ensure the safety and comfort of our patrons and performers. With your support, we can modernize our auditorium and lobby areas, extend and insulate our roof, and make other renovations to enhance the overall theater-going experience.

## **ADA improvements at our facilities**

As an organization dedicated to inclusivity and accessibility, not only for our audience members, but also for our actors and stage crew, we are committed to ensuring that everyone has equal access to our services and facilities, regardless of their abilities. With your gift, we will make necessary updates and modifications to our facilities, such as installing ramps, widening doorways, adding accessible restrooms, and improving signage and wayfinding, in order to meet the Americans with Disabilities Act (ADA) standards.

## **Enrich the theater's presence**

In keeping with the style of other classical downtown Hazleton buildings, we will modernize the front of the JJ Ferrara Center, while at the same time keeping its classical and tasteful nostalgic appearance.

## **Upgrade Our Technology and Equipment**

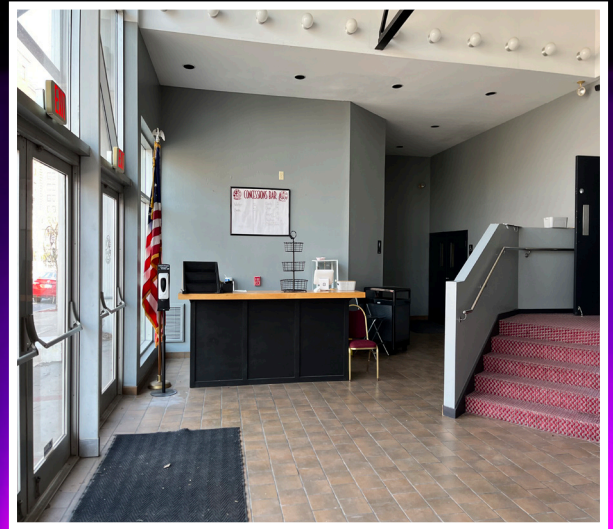
In order to produce high-quality productions, we need to have up-to-date technology and equipment. With your assistance, we can purchase new stage equipment, scenery raising and lighting control systems, and other technology to ensure that our productions are of the highest quality possible.

## **Expand Our Outreach and Education Programs**

Our Theater is committed to providing educational opportunities and outreach programs to our community. With your support, we can expand our programs to serve more people and provide greater access to the arts. We will be able to offer more workshops, masterclasses, and other educational initiatives to help our community grow and thrive.

## **Increase Variety of Shows and Youth Productions**

Your pledge will allow us to produce a greater selection of shows that will appeal to the wider community. It will also enable us to provide our youth with fantastic performance and educational opportunities.












# The Costs

The funds we have raised to date have been used to replace the stage curtains and to install a state of the art sound system. A sponsorship allowed us to produce the youth production Legally Blond Junior.

An additional \$1.123 million in funding is needed to complete our renovations which will continue our transformation into a vibrant, fully functional venue. This will include new technology and equipment, updated rehearsal studios, much needed renovations to the auditorium, and a refreshed facade with marquee.

In order to provide more variety in our programming and to expand our youth program, we need to raise another \$50,000 per year. This will allow us to offer workshops and camps, to give scholarships to children, and to gain access to the production rights of popular shows. We hope you will be part of this exciting transformation!

## *A Breakdown of our Needs*

-  **HVAC and insulation upgrades: \$89,000**
  -  **Remodeling and improvements: \$242,000**
  -  **Professional Fees (Architect, Engineer, Permits, etc.): \$137,000**
  -  **ADA access; safety and lighting improvements: \$190,000**
  -  **New marquee and improvements for the front of the building: \$170,000**
  -  **Technology and Equipment: \$245,000**
  -  **Expand our outreach and education programs: \$250,000**
- Current total: \$1,323,000**



# *Become a PTPA Patron of the Arts*

## *The Show Must Go On!*

With your gift to this campaign, you will become a patron of the arts! You will create a legacy and enrich the lives of all the people, young and old, who participate in programs and shows at the PTPA. You will ensure that our theater will have a vital role to play for generations to come.

Outright gifts of cash, multi-year gifts, a gift of appreciated securities, and other giving opportunities are possible.

We look forward to tailoring the opportunity for your pledge in order to meet your unique philanthropic goals.

For assistance in planning a gift, please contact Natasha Keyser, our Creative Capital Campaign Manager at (570)790-0529 or at [natashakeyser@ptpashows.org](mailto:natashakeyser@ptpashows.org). Our Capital Campaign Co-Chairs are also available to assist you.





# Consider Supporting our Capital Campaign

## NAMING OPPORTUNITIES

THEATRE CENTER (OVERALL)  
LOBBY  
AUDITORIUM  
BOX OFFICE  
CONCESSIONS  
TECH BOOTH (FRONT OF HOUSE)  
KITCHEN  
WORKSHOP  
MAIN HALLWAY  
SIDEWALK STARS  
STUDIO  
STAGE GREEN ROOM  
REHEARSAL ROOM  
DRESSING ROOM A  
DRESSING ROOM B  
COSTUME ROOM  
DOORS (8 available)  
TABLE FOR FIVE FRONT ROW - 4 AVAILABLE  
TABLE FOR FIVE SECOND ROW - 4 AVAILABLE  
TABLE FOR FIVE REMAINING ROWS - 16 AVAILABLE  
DONOR WALL RECOGNITION  
AUDITORIUM SEAT - 200 AVAILABLE

## NICKNAME

Your Name in Lights  
Lobby Hero  
The Big Show  
The Ticket Booth  
Stage One Concessions  
The Toy Store  
Sue's Muse (Sue Childs)  
Tool Time  
The Runway  
Walk of Fame  
Studio 212  
Green Room Guardian  
The Piano Lounge  
The Prep Room  
The Wardrobe  
The Magical Wardrobe  
Portals to Wonder and Amazement  
Dinner and a Show  
Table for Five  
Table for Five  
Wall of Fame  
Have a Seat

## AMOUNT

\$250,000  
\$150,000  
\$125,000  
\$90,000  
\$60,000  
\$55,000  
\$45,000  
\$40,000  
\$30,000  
\$20,000  
\$20,000  
\$15,000  
\$10,000  
\$9,000  
\$7,000  
\$5,000  
\$4,000  
\$3,500  
\$3,000  
\$2,500  
\$1,000  
\$500

## Sponsor a Show

Sponsoring a show is another way to become a PTPA Patron of the Arts and actively engage with members of our community. Your gift will allow us to delight our audiences with engaging plays and musicals.

**Sponsorship for a play: \$2,500**

**Sponsorship for a musical: \$5,000**





**The Show Must Go On  
PTPA Capital Campaign**

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Hazleton, PA 18201

(570) 454-5451 or (570) 790-0529 (cell)

[www.ptpashows.org](http://www.ptpashows.org)