

The Madison Theatre

Peoria's Last Historical & Magical Movie Palace



Opened in 1920
Renovation to commence in 2022!

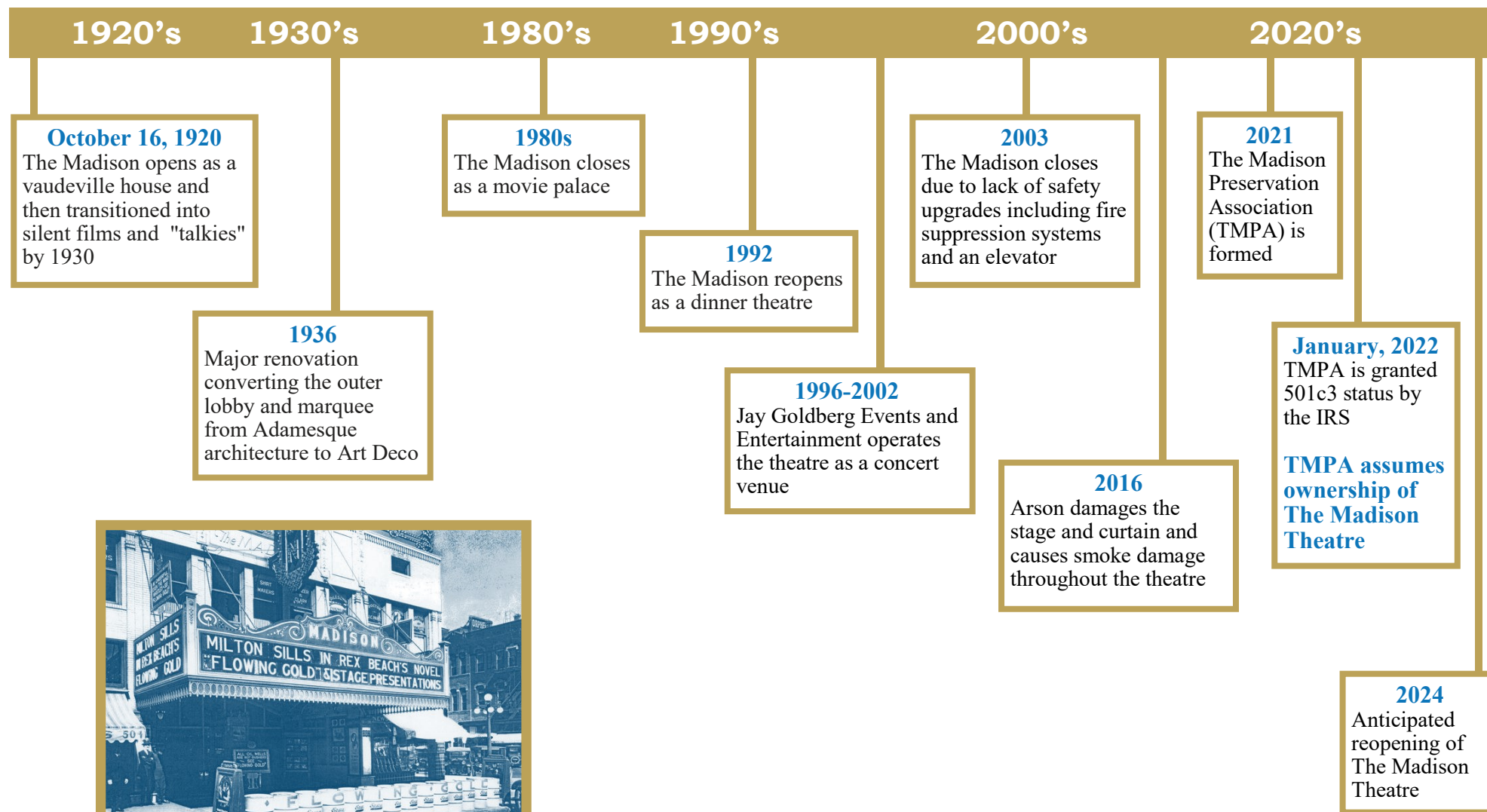
Photos courtesy of the Peoria Historical Society
and the Local History and Genealogy Collection,
Peoria Public Library, Peoria, Illinois

It's Up to You!
Please Join Us!



Madison Theatre Capital Campaign

History of Our Theatre



themadisonpeoria.org

Madison Theatre Capital Campaign

About the Project



Project Components

- ◆ Restored Theatre with 1600+ Seats
- ◆ Restored Main Street Lobby Entrance and Marquee
- ◆ Bodega, an urban market at the corner of Madison Avenue and Main Street, will be re-created.
- ◆ Full Service Bar & Restaurant, *Two25 at the Madison*. As a tenant paying rent to TMPA, *Two25* will underwrite a significant amount of the operating costs of the theatre, reducing user fees.
- ◆ Second Floor Multi-Purpose Event Spaces

Including:

- ◆ ADA Accessibility
- ◆ State-of-the-Art Audio Visual, Lighting and Networking
- ◆ Fully Restored Ornamental Plaster and Painting
- ◆ New Restrooms, Exit Stairs and Connectivity Between Second Floor and Upper Lobby of Theatre
- ◆ Addition of Dressing Rooms, Instrument Room and Storage

Featuring State and Nationally Acclaimed Consulting Partners and Contractors:

- ◆ Daprato Rigali Studios - historic plaster and painting specialists
- ◆ DLR Group - historic theatre architecture specialists
- ◆ Farnsworth Group - full service, local architecture and engineering
- ◆ Pearl Technology - audio visual and lighting

Open and Accessible to ALL Organizations in Our Community. Initial Charter Organizations Include:

- ◆ Peoria Symphony Orchestra
- ◆ Peoria Ballet
- ◆ Jay Goldberg Events and Entertainment
- ◆ Others in Process
- ◆ Contact us for more information!



Madison Theatre Capital Campaign

Why Save The Madison?



A Project By Our Community For Our Community

Not-for-Profit Owned and Community-Driven

A Theatre and So Much More!

- 1. The Madison will have a dramatic, positive impact on Downtown Peoria and help bring life back to Main Street.**
- 2. The Madison is the last opportunity for historic theatre preservation, to celebrate Peoria's famous Vaudeville heritage.**
- 3. The Madison will expand affordable access to the arts in a comfortable, accessible facility.**
- 4. The Madison will create jobs – construction and permanent – focused on putting people to work in meaningful ways.**
- 5. The Madison will have everlasting impact on our area's youth.**
- 6. The project will integrate education opportunities into everything we do.**

The Madison Preservation Association (TMPA)

P.O. Box 5244, Peoria, IL 61601

309/431-1612

info@themadisonpeoria.org

Madison Theatre Capital Campaign

Why Save The Madison?



1. Downtown Revitalization

- ♦ Will bring over 100,000 people downtown annually for events, shows, movies, dining and more - generating millions of dollars in economic impact for area businesses.
- ♦ Integral part of Peoria's burgeoning "Entertainment District" when coupled with the nearby Civic Center, Scottish Rite Theater, Peoria Women's Club and more.
- ♦ Rejuvenate a critical city block in the heart of Downtown Peoria.
- ♦ Located between the two largest hotels in Peoria.
- ♦ Rockford's Coronado Theater – The Madison's "sister" theater – has PROVEN the impact of a renovated downtown Theater, as published by *Forbes Magazine*.

2. Historic Preservation

- ♦ The last of the three original movie palaces downtown.
- ♦ Simply beautiful, irreplaceable and reflective of a period long past, but not to be forgotten - including restored ornamental plaster, decorative painting, and marquee.
- ♦ Community reflections, memories and more. Those who have stepped foot in the Theatre once, remember it FOREVER.
- ♦ Designed by Frederic Klein - a prominent architect from Peoria who designed buildings such as Peoria High School, Packard Plaza Building, Grandview Drive Pavilion, and more.

3. Access to Arts

- ♦ As a non-profit, one of The Madison Preservation Association's goals is to provide full spectrum access to local performing arts ranging from ballet and orchestra, to all kinds of concerts, theater, and national touring groups, as well as full film capabilities.
- ♦ TMPA will also provide access to visual arts with its displays of European influenced architecture, ornamental plaster, and decorative painting.

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Why Save The Madison?

4. Targeted Employment Opportunities

- ♦ Will create hundreds of construction and professional services jobs.
- ♦ Will create approximately one hundred permanent jobs in the downtown area.
- ♦ With a major restaurant and event space, The Madison will provide employment opportunities ranging from turning the lights on, to coordinating and managing thousand-person events, and everything in between. Situated between Phoenix Community Development Services, State of Illinois Peoria Adult Transition Center, and Dream Center Peoria, and within walking distance of several other social service agencies, The Madison will have routine hiring opportunities providing weekly interviews, and allowing individuals to begin working within days of having need - positively impacting lives every day.
- ♦ Many of these jobs and opportunities will be well-suited for people of all ages, including students, providing access to employment in one of the critically important areas of the city.

5. Youth Initiatives

The Madison will provide free or low cost opportunities to youth with a wide range of interests which will include:

- ♦ Arts - performing and visual.
- ♦ Music business - light and sound technicians, promotion, and management shadowing opportunities.
- ♦ Employment and mentoring opportunities.

6. Education

- ♦ The Madison Preservation Association will give everyone access to develop their interests, whether it be in visual or performing arts, design and architecture, theater preservation and management, food service and hospitality, and more.
- ♦ The Madison will be a place for all to develop into more educated, skilled, and well-rounded individuals.

The Madison Preservation Association

Proven Impact



1600+ Seat Theatre, 200+ Seats at "Two25 at The Madison" Restaurant, a 600 Person Event Space, and a Corner Bodega



Full Range of Performing Arts: Concerts, Ballet, Theater, Orchestra, Film and More



More Than 100,000 Projected Visitors to Downtown Peoria Annually



Employment Opportunities for Hundreds of Area Residents



Education Opportunities for All



As Published by *Forbes* (May 2, 2022), the Coronado Theater, the sister theater to The Madison, is one of the transformative redevelopment projects shaping the city of Rockford.

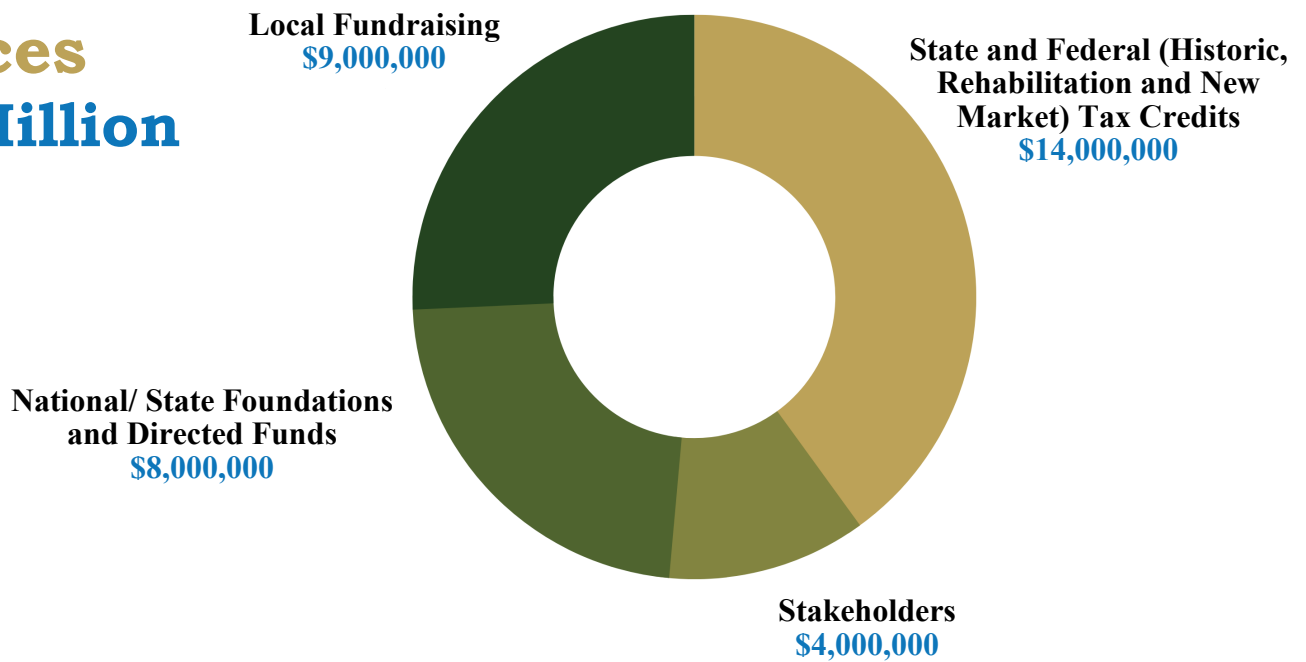
This project, and others like it, are generating millions of dollars annually in economic impact for their local communities.



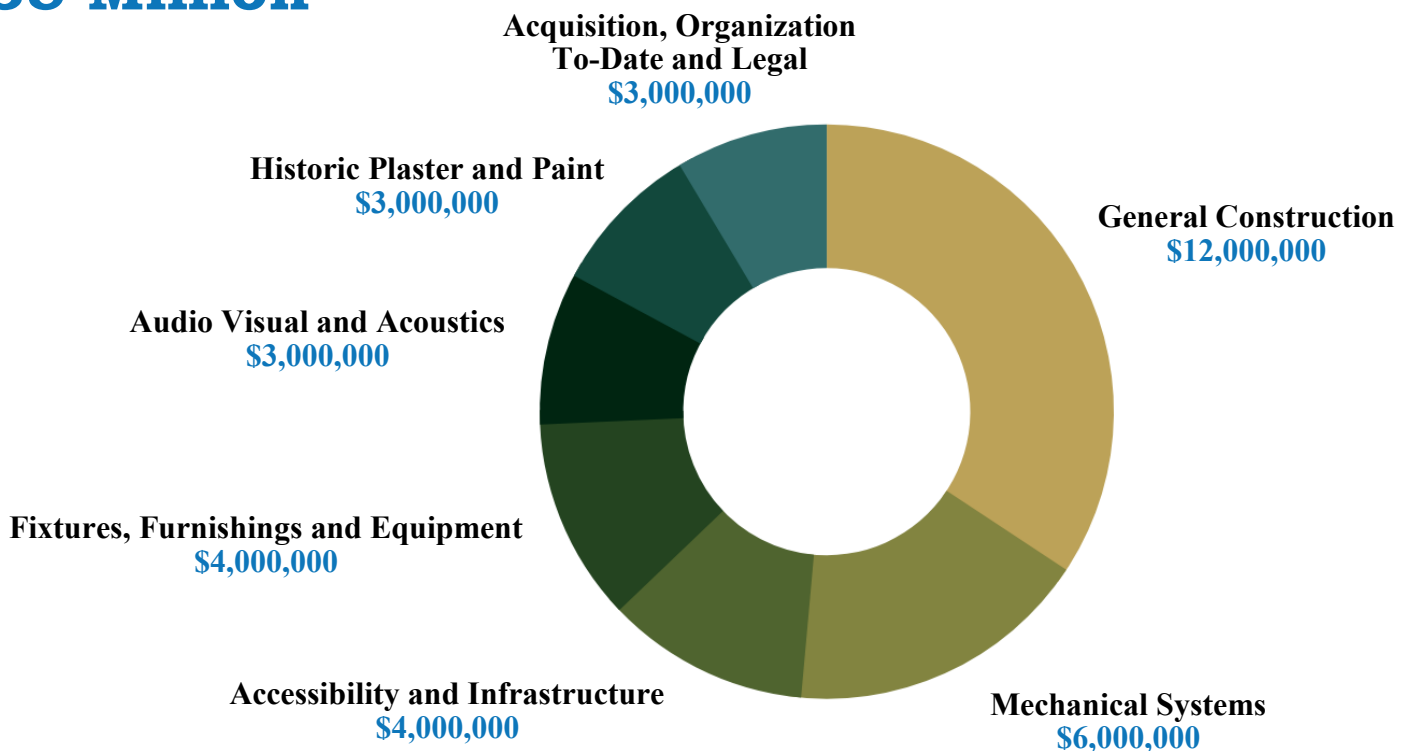
A critical part of the vision for a walkable Downtown Theatre and Entertainment District

Project Financials

Revenue Sources \$35 Million



Use of Funds \$35 Million



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About The Madison Preservation Association



The Madison Preservation Association is a 501c3 not-for-profit organization developed for the sole purpose of redeveloping, renovating and operating The Madison Theatre.

The Madison Theatre renovation includes the theater itself, as well as approximately 160 feet of two story Main Street frontage. The block begins at Madison Street and continues northwest up to and including what is now referred to as The Neon Bison (former Judge's Chamber). Over 25 community groups have been identified as potential users of The Madison. With groups ranging from Charter Organizations to single event users, 75-90 performances per year are anticipated at The Madison, with opportunity for more. In an effort to keep the space affordable for all types of users, the facility will have a fee structure with varying fees for different types of users.

Accompanying the theatre renovation will be a full service restaurant and event space along the Main Street frontage, which will be a tenant to TMPA, paying rent and further underwriting operating costs of the theatre and reducing user fees.

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