



**For Immediate Release: March 16, 2020**

## **URBAN RENEWAL INITIATIVE FOUNDATION:**

### ***The Foundation behind the Projects and its Value to the Community***

**GROSSE POINTE PARK, MI** – A 30-year-old community vision for the revitalization of Jefferson Ave., originally established by the Grosse Pointe Park Downtown Development Authority (DDA), will become a reality in the fall of 2022, thanks to the leadership and generosity of the Urban Renewal Initiative Foundation (URIF), a 501 (c)(3) public charity located in Grosse Pointe Park.

The A. Paul and Carol C. Schaap Center for the Performing Arts and the Richard and Jane Manoogian Art Gallery (The Schaap Center) will unify and enrich the community by bringing residents together to learn, be inspired, connect and enjoy the highest quality of life, through the arts. A beacon of community culture, this world class facility will merge fine arts and performing arts under one roof, serving as a jewel for our community and region.

This press release will help answer questions and inform the community about the URIF and The Schaap Center.

The URIF was organized in 2012. Its primary purpose is to promote, improve and facilitate the re-vitalization and utilization of urban properties and neighborhoods through the development of cultural, recreational and landscape capital improvements. One of the more visible projects initiated by the URIF are the two Grosse Pointe Park trollies that operate on Kercheval during the summer. The current members of the Board of Directors of URIF are A. Paul Schaap (President), Eugene A. Gargaro, Jr., Paul N. Lavins, Mark McCourt, Barbara Detwiler, Thomas Cliff and Carol Schaap.

**The Schaap Center:** A world class, state-of-the-art facility, which will include:

- 400-seat theater with wheelchair access, ADA seating and assisted hearing devices
- The Richard and Jane Manoogian Art Gallery, which will feature a rotating series of exhibitions of fine art
- State-of-the-art lighting controls, audio and stage lighting
- Orchestra Pit (with lift)
- Stage Rigging: Counterweight line sets for scenery, motorized line sets for lighting and motorized line sets for acoustic shells
- Orchestra Shell: Ceiling panels with integral lighting and floor towers
- World class acoustical treatments with fine symphonic tuning capabilities
- Concessions and wine bar
- Fly-loft and backstage area
- Lobby and pre-function reception space

**The Schaap Center Construction:** The URIF has assembled a team of subject matter experts and industry leading firms to manage the planned project. The following firms have been engaged:

- CBRE, Inc. will act as the Owner's Representative to oversee the design and construction

- Raymond Cekauskas, Cekauskas Architecture, will lead the architectural building design and provide design leadership for all disciplines
- SmithGroup will be the Architect/Engineer of Record
- Plante Moran Trust will manage the fundraising and project accounting
- The URIF has also engaged a fundraising team with the support of firms such as the Nonprofit Spot and Clark Hill PLC. Additional specialty consultants will be engaged in the future including a theatre consultant, art curator, acoustician and specialty lighting experts.

The Schaap Center will cost approximately \$25 million for construction, of which \$15 million has already been secured. The project will be funded 100% by private donors. Plante Moran Trust will manage and track all fundraising efforts for the remaining \$10 million. Construction will not commence until the fundraising goals are fully achieved.

The Schaap Center is planned to break ground in the spring of 2021, with the estimated opening in the fall of 2022. The site for the project is on Jefferson Avenue between Maryland and Alter. Except for one parcel still owned by the City of Grosse Pointe Park, all the land for The Schaap Center has been acquired with private funds.

**The Schaap Center Operations:** Operating costs to support the facility will be generated by multiple revenue sources, including a long-term lease with Grosse Pointe Theatre, event ticket sales and private endowments. The operating budget is currently being developed by the President and CEO of the Nonprofit Spot, Michelle Wooddell. The Schaap Center will be self-sustaining and open only during events and programming. Admission costs will vary by event and program.

At the completion of construction, The Schaap Center will be managed by a new nonprofit organization, the Grosse Pointe Park Council for the Arts (GPPCA). This organization will be developed by the URIF with the assistance of Plante Moran Trust, Clark Hill PLC and Fildew Hinks, PLLC. The Board of Directors (GPPCA), along with a future business manager, will be responsible for all future decisions for this venue.

Along with anchor tenant Grosse Pointe Theatre, a nonprofit organization that has provided high quality live theatre experiences and performing arts education in the community since 1947. The GPPCA will also be reaching out to other potential organizations to share this state-of-the-art venue. Those organizations include the Grosse Pointe Symphony, the Detroit Medical Orchestra, the Detroit Institute of Arts (Art Display), the Detroit Symphony Orchestra and the Mosaic Youth Theatre of Detroit, to name a few. In addition, The Schaap Center is expected to welcome performances from other community-based organizations, local schools and traveling productions. It's anticipated that The Schaap Center will host approximately 50,000 regional guests annually, adding to the economic vitality of Grosse Pointe Park and surrounding communities.

URIF has worked with the City of Grosse Pointe Park to develop a master parking plan that supports a total of 605 parking spaces within walking distance of the facility. Additionally, the facility will utilize a valet service to enhance the patron experience.

In closing, we are passionate and excited to share The A. Paul and Carol C. Schaap Center for the Performing Arts and the Richard and Jane Manoogian Art Gallery with our community and region:

- To support and promote the visual and performing arts by establishing and operating a world class art gallery and performing arts venue.
- To sponsor, develop, instruct, educate and encourage public access and appreciation for exceptional visual and performing arts by showcasing outstanding paintings, sculptures and other visual arts; quality performances of plays, musicals, concerts and other performing arts; and other educational programming.
- To be a cultural arts destination for all visitors, enhancing and enriching lives through the arts.



***About A. Paul and Carol C. Schaap:***

Dr. A. Paul and Carol C. Schaap share their gratitude and passion for education, basic human needs and exposure to cultural and performing arts through their generous commitment to the southeast Michigan region. The couple first met at Wayne State University in 1970, where Paul eventually retired as a Professor of Chemistry. The Schaaps' career accomplishments and their commitment to give back so others can have opportunities to succeed continue to have a lasting impact on our community and region. Some of their philanthropic accomplishments include: Detroit's Grand Bargain with the first commitment of a \$5M donation; The Schaap Scholars Program at the University Liggett School; A. Paul Schaap Science Center at Hope College; A. Paul Schaap Chemistry Building and Lecture Hall at Wayne State University; The Carol C. Schaap Theater in Grosse Pointe Park; the Capuchin Soup Kitchen; The Michigan Humane Society; The Salvation Army; Detroit Merit Academy; and Detroit Public Television, just to name a few.

**To learn more about The A. Paul and Carol C. Schaap Center for the Performing Arts and the Richard and Jane Manoogian Art Gallery, please email any and all questions to [info@urbanrenewalinitiativefoundation.org](mailto:info@urbanrenewalinitiativefoundation.org).**

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