INSPIRE • ENTERTAIN • EDUCATE
From Traverse City to Mackinac Island, Northern Michigan has for generations attracted both annual and seasonal residents. The region offers breathtaking natural beauty on Lake Michigan and inland lakes as well as a moderate climate. Residents and visitors enjoy a variety of outdoor recreational activities, such as boating, fishing, hunting, hiking, skiing and snowmobiling, plus fine dining, art galleries and casinos.

The vision of a performing arts center dates back to a 1999 Emmet and Charlevoix County Community Cultural Plan which designated the construction of a state-of-the-art performing arts center as a top priority. The Center was incorporated into the Bay Harbor 2000 Master Plan as Bay Harbor has the ingredients necessary for success—geographically centrally located, easily accessible from US31, substantial founding financial and leadership support from residents, donated land, building expertise and organizational support.

Breaking ground on July 2, 2016, the Center promises to enhance the lives of all residents and visitors to the greater Northern Michigan region, strengthen a vibrant tourism industry, and bring the arts to families and local students. Its cultural presence and importance takes its inspiration from many national cultural treasures including the artistic excellence of the Aspen Music Festival combined with the intellectual dialogue and educational excitement of the Aspen Institute.

As of Spring 2016, over $20 million of the $25 million construction costs have been committed. Building an endowment of $25 million will provide for the perpetual success of the Great Lakes Center for the Arts.

The Center is uniquely situated to appeal to a wide variety of individual and corporate supporters — those based in Michigan as well as those who value the high-end assets that the Northern Michigan community offers. Additionally, with the ability to serve thousands of school children who face ever-diminishing arts experiences, the Center stands to garner significant support from foundation and government funders who recognize the valuable role arts institutions can fill.
"The performing arts is a universe where people dream and do. Congratulations on opening this world to Northern Michigan with the Great Lakes Center for the Arts!"

DEBBIE ALLEN  Emmy Award-winning actress, director and choreographer
“New arts venues like the Great Lakes Center for the Arts allow everyone to see the beautiful, diverse quilt of performers who have made the American arts world so strong.”

JUDITH JAMISON  Former Director of the Alvin Ailey American Dance Theater and a Kennedy Center Honoree
The Vision

By 2020, the Great Lakes Center for the Arts will be a national destination known for unique cultural performances and events, a leading regional arts and arts education provider and an internationally recognized center for important intellectual dialogue.

Designed by renowned theater designers Fisher Dachs Associates and architects TowerPinkster, the Center will be an architectural landmark in greater Northern Michigan.

Founding Artistic Director and lead consultant for all areas including mission, vision, program planning, and leadership, Michael M. Kaiser, President Emeritus of the Kennedy Center in Washington and Chairman of the DeVos Institute of Arts Management, is providing the expertise, knowledge and experience to the Great Lakes Center for the Arts ensuring its sustainable success.

Meaningful arts education programs will be offered including family theater performances, curriculum-based collateral, and partnerships with local schools and organizations to bring visiting artists to students in the classroom.

Vibrant social activities including community days for families and special events will punctuate the annual line-up. Guests will also enjoy social spaces in the Center, adding to the dynamic energy of the Center’s mission to serve as a community cultural and social hub.

An intellectual dialogue series featuring politicians, national business leaders, educators, artists and thought leaders will provide for lively conversations.

Affordable ticket pricing for performances will allow year-round and seasonal residents and visitors of all ages and backgrounds to enjoy and benefit from the Center’s resources.

The Center will draw new visitors to the area and create economic momentum. Geographical beneficiaries include Emmet, Charlevoix, Antrim, Cheboygan, and Otsego counties. Educational partnerships with local schools will target the five county region beginning with Emmet and Charlevoix counties and eventually expand to the entire region.
The Great Lakes Center for the Arts offers exceptional opportunities to bring world-class performances to the shores of Lake Michigan with virtually limitless possibilities to inspire, entertain, and educate including:

A year-round line-up of cultural programs and events, representing all genres of performing arts:
- Musical theater, cabaret and dramatic theatrical productions
- Popular and country music performances with solo and group artists
- Opera scenes and recitals with internationally recognized artists
- Chamber music series and symphonic ensemble performances
- Dance series featuring innovative contemporary programs and ensembles from major ballet companies
- Documentaries, film premieres, and digitally broadcasted live performances
- Stand-up comedy

Unique world-class festivals and spectacular events:
- Country Music Festival
- Jazz Festival
- Chamber Music Festival
- International gatherings celebrating arts and culture from around the world
- Best of Michigan Series

Stimulating lectures and symposia, featuring conversations with thought leaders and intellectually renowned global speakers:
- Domestic and world politics
- Economy and investing
- Arts
- Sports and entertainment

Meaningful arts education programs and partnerships that benefit the broad regional community will also be essential components of the Center, with programs and initiatives that include:
- Children’s matinées featuring live performances, puppetry, music and family films
- In-school and in-venue partnerships with regional school districts designed around curriculum-based arts education experiences
- Thoughtful lectures, discussion panels and educational opportunities for all ages
- Internships and mentoring
- Collaborations with cultural organizations

As a cultural destination and architectural landmark, the Center will offer a variety of opportunities for supporters and ticket buyers at every level to engage in meaningful ways with the presented artists. Patrons will enjoy special events in the community engagement room, and gatherings on the rooftop terrace overlooking Lake Michigan with a donor lounge for the Center’s most generous friends.

When the curtain goes up in 2018, the Center will present a year-round line-up of world-class performances across all genres, visiting artists, intellectual dialogue, movies and film, and educational programming. Included in the annual programming will be larger scale festivals and events with internationally acclaimed artists as well as regional performers, including a Best of Michigan series featuring the outstanding ensembles and institutions within Michigan.
THE CAMPAIGN

Northern Michigan residents already recognize the opportunities presented by a major performing arts and cultural center. Lead supporters have committed over $20 million of a capital campaign goal of $25 million. In order to achieve these financial goals, the Great Lakes Center for the Arts is pursuing support from individuals, foundations and corporations who embrace the vision and who, collectively, will be recognized as the Founding Circle of the Great Lakes Center for the Arts.

GREAT LAKES CENTER FOR THE ARTS FOUNDING CIRCLE

- **VISIONARIES** Contributing $3 million and above
- **INNOVATORS** Contributing $1 million and above
- **SUSTAINERS** Contributing $500,000 and above
- **LEADERS** Contributing $250,000 and above
- **BENEFACTORS** Contributing $100,000 and above
- **PATRONS** Contributing $50,000 and above
- **SUPPORTERS** Contributing $25,000 and above

RECOGNITION

The Great Lakes Center for the Arts Founding Circle is thanking and recognizing members in several ways:

- Permanent recognition on the Founding Circle wall located in the lobby of the Center
- Invitations to the Opening Gala at the Center
- Invitations to an annual Founding Circle concert or program
- Recognition as Founding Circle members in all program books and annual reports
- Access to the private donor lounge
- VIP Concierge Services
- Advance Priority Ticketing Services

Additionally, the Great Lakes Center for the Arts will be pleased to recognize upper-level Founding Circle contributions through a select number of visible naming opportunities.
NAMING OPPORTUNITIES

VISIONARIES - GIFTS OF $3,000,000+
Naming rights for premier locations, including GLCFA’s most prominent public spaces within the Center, for a period of 15 years.

INNOVATORS - GIFTS OF $1,000,000
Naming rights for premium locations within the Center for a period of 15 years.

SUSTAINERS - GIFTS OF $500,000
Naming rights for select locations within the Center for a period of 15 years.

Please inquire for a list of current naming opportunities.

BOX SEATS

The theater in the Great Lakes Center for the Arts includes upper-level boxes and main floor boxes in the Center’s prime orchestra seats. Boxes are designed to hold four to eight people. Boxes are available for naming gifts of $500,000 and above. Box holders receive:

- Permanent recognition on the Founding Circle wall located in the lobby of the Center
- Invitations to the Opening Gala at the Center
- Invitations to an annual Founding Circle concert or program
- Recognition as Founding Circle members in all program books and annual reports
- Access to the private donor lounge
- VIP Concierge Services
- Advance Priority Ticketing Services
- Preferential rights to box seat tickets during the naming rights period
From Groundbreaking on July 2, 2016 to Opening Night Summer 2018, and for years to come, the Great Lakes Center for the Arts will provide residents and visitors world-class programming and educational opportunities.

Building a sustainable future is a priority for the Center’s leadership to ensure a meaningful legacy for succeeding generations.

The Center welcomes the opportunity to implement the programming ideas of donors who have made significant contributions to the Center and invites families, foundations and corporations to become founding partners.

We invite you to contact the Great Lakes Center for the Arts for more information.

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Design and layout subject to modification as the project evolves.