



Harris Center

Three Stages at Folsom Lake College

Contact: Paul Dorn
Office: 916-608-6820
E-mail: paul.dorn@harriscenter.net
Web: <http://bit.ly/2iacUNX>

HARRIS CENTER FOR THE ARTS TO CELEBRATE MILLIONTH TICKET SOLD

*Since opening in February of 2011, the Harris Center
has been a beehive of artistic activity.*

The millionth ticket will be sold in the next two to three weeks

(November 26, 2018; Folsom, CA) The Harris Center for the Arts at Folsom Lake College opened in February 2011 under the name Three Stages and hosted 130 events during its inaugural season. That year, the \$50 million facility offered events of every stripe across its three different stages — music, dance, theater, lectures. Since then the Center has grown; in the current 2018-19 Season, the Center will host nearly 400 events and attract audiences of 150,000 attendees.

The Center's first performance, fittingly, was *A Chorus Line*, the beloved Broadway musical that depicts the ups and downs of life on the stage as experienced by those who sing in the chorus.

"Opening night feels like a lifetime ago," muses Executive Director Dave Pier, who was on board to open the center. "But it's not a lifetime ago. It's a million tickets ago."

One million tickets — it's a magical number, and it represents the number of tickets that have been sold through the Harris Center ticket office since that first performance of *A Chorus Line* in 2011.

As of November 26, 2018, the Harris Center estimates that the millionth ticket will be sold in the next two to three weeks. The person who buys that fabled ticket will also receive a bonus: 10 complimentary tickets to attend any of the Harris Center's spring presentations — which includes eight national tours of Broadway shows, as well as a plethora of major dance, music and other events.

“One million” is a number that certainly stands out, but there are other equally impressive numbers when it comes to the Harris Center. Since opening, it has been home to over 2,900 events, featuring artists from over 50 countries, generating over \$37 million in ticket sales. Last season alone sales topped \$5.4 million, the highest to date, and the 2018-19 season is on track to be higher still. Another figure: as of November 15, 2018, over 1,740 volunteers have donated a total of 254,560 hours in support of Center operations — that’s around 35,000 hours a year.

(See attached fact sheets for more statistics about the Harris Center.)

In general, the Harris Center prides itself on being a beehive of activity, building community through performances. There’s a vibrant presenting program that brings touring artists from around the world to perform and share. That program, by itself, brought 200 events to the Center by the 2013-14 season. Add a growing list of partner organizations with whom the Harris Center works to mount events — active community groups like the Folsom Lake Community Concert Association, Folsom Lake Symphony, Placer Pops Chorale, Sacramento Guitar Society, and commercial promoters like SBL Entertainment and Carrera Productions — as well as the many Folsom Lake College performing groups in dance, theatre and music that use the Center, and it’s apparent that the Harris Center has become a cozy home for the arts on the foothill side of the Sacramento Valley.

But a ticket purchased is only a part of the picture that constitutes the Harris Center; besides performances, there are a million other reasons to visit the facility. A visitor may drop by to see an art exhibit in the Bank of America Gallery, which is open to the public free of charge. An area K-12 student might be bused in with her classmates to see a Thursday morning show by El Dorado Musical Theatre or an artist from a different country all together. Or, when school gets out for the year, that student might attend one of the Summer Arts Academy offerings in visual arts, theatre, dance or music production. Through Folsom Lake College’s many instructional programs in the arts, college students can learn the craft of technical theatre first hand in the Center’s scene shop, practice with a music ensemble in one of many rehearsal spaces, attend a drawing class in the visual arts lab, or visit with faculty whose offices are in the Center. All of these opportunities lie inside the 80,000 square foot facility. The Harris Center has truly earned the title of a “home for the arts.”

Yet the impact of such a vibrant regional arts center is not only cultural but economic as well, for the Center is a vibrant business. “The arts provide jobs, and the arts have a real ripple effect across the local economy,” notes Pier. “Since the opening of the Harris Center in 2011, the Harris Center and its audiences have generated \$10 million annually in related spending — that’s over \$74 million since 2011. Hundreds of full-time equivalent jobs have been created, and local and state revenues generated by the Center and its audiences have been over \$7.5 million.” These figures are based on economic modeling by Americans for the Arts, a national arts advocacy and research organization, which bases its estimates on studies of venues and audiences like those of the Harris Center. “The Harris Center is a cultural and economic force in the community that wasn’t here eight years ago,” says Pier.

Not one to sit on its laurels, the evolution of the venue and its programs is ongoing. Just this past summer, the facility dramatically upgraded its sound system in the main hall, the 851-seat Stage One. All speakers and amplification are by d&b audiotechnik, a top-tier brand in the industry. "If it were a car, it would be a Ferrari," notes Eduardo Garza, the Interim Technical Director for the Harris Center, who oversaw the system's installation. "The line array technology delivers more clarity, and the d&b Array Processing tailors the sound to the actual shape of the hall, resulting in uniformly excellent sound quality for all seats. You cannot go to another theater now and have better sound."

In addition, significant improvements to the facility's ticketing system and website are underway and will be unveiled in February, 2019. Additional equipment has been purchased to activate the Center's recording studio, located alongside the 100-seat Scott-Skillman Recital Hall and across from the 200-seat City Studio Theater.

The ranks of Harris Center donor members making annual contributions to support Center operations has grown to over 500, and to secure and expand the Center and its programs' for the long run, larger gifts have begun to come in as well – most notably, from the estate of long-time supporters Sevy and Neva Cimaroli, in recognition of which the Center has established the Cimaroli Society for legacy gifts to the Center.

Dave Pier notes that "the Harris Center has nestled into the community quite comfortably, becoming part of the fabric of everyday life. It's hard to imagine that it wasn't always here, even though we're still less than a decade old. Our future is quite bright."

Attached:

- Information Sheet About The Harris Center for the Arts
- Additional Facts and Figures About The Center
- Harris Center Event Calendar for December 2018 – July 14, 2019



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ABOUT THE HARRIS CENTER FOR THE ARTS

Mission: The Harris Center for the Arts seeks to enrich the lives of people throughout California's capital region by providing venues and opportunities to experience artistic work, celebrate cultural traditions and participate in the creative process. It does this through operation of a \$50 million, 80,000 square foot regional arts center opened in 2011, and an evolving array of vibrant programs geared for people of all ages and backgrounds. Among these,

- Presentations bring artists from around the world to the Center to perform and share,
- Partnerships make the Center a home for local artists and arts organizations, and
- Productions are work created and/or developed on site.

The Center is home to Folsom Lake College's visual and performing arts instructional offerings, as well as other life-long learning programs for the broader community. Special youth arts education programs include a Summer Arts Academy, Youth Chamber Orchestra and Class Acts! Schooltime Matinee Series.

Funding: Construction from local and state bond funds earmarked for this project by the Los Rios Community College District, and a \$4.3 million capital campaign conducted by the Folsom Lake College Foundation.

The Facility

- \$50 million (construction = \$44 million)
- 80,000 square feet
- State-of-the-art Technology throughout
- Three primary venues which can be operated simultaneously:
 - Stage 1: 851-seat Proscenium Theater
 - Stage 2: 207-seat City Studio Theater
 - Stage 3: 95-seat Scott-Skillman Recital Hall
- Additional spaces and amenities include Bank of America Gallery, Cimaroli Ticket Office, Guild Mortgage Lobby, Wells Fargo Café, Kirklin Coat Check, Mercy Mezzanine, Brice & Barbara Harris Founder's Room, Robert S. & Star Pepper Foundation Terrace, Recording Studio, Black Box (Flexible Space), Scene Shop, Drama Lab, Art Lab, Ensemble and Practice Rooms, Lecture Halls, Faculty Offices, Costume Shop, Professional Backstage facilities including Dressing Rooms, Green Room, Production Office, Laundry, etc.
- Named *Harris Center for the Arts* in August 2012 to honor District Chancellor Brice Harris at his retirement.

Key Dates

- Ground-breaking: August 18, 2008
- Construction Completion: October, 2010
- Grand Opening: February 11, 2011

Green Elements

- Water Efficient Landscaping
- Building Systems/Materials
- Lighting Design
- Mechanical/Plumbing Systems

Benefits to the Surrounding Communities:

- Access to excellent educational & cultural offerings; upwards of 400 events hosted each year
- Opportunities to enhance and explore artistic abilities
- A vital cultural resource along the HWY 50 corridor serving audiences of approximately 150,000 each year

- Increased civic pride
- Positive economic impact on surrounding businesses (restaurants, hotels, wineries, retail stores, etc.)

Economic Impact

- Over \$5 million in ticket sales annually; Since opening, 1 million tickets sold worth over \$37 million
- Approximately \$10 million impact in local economy each year from operations; \$74 million since opening
- Approximately \$1 million in additional state & local taxes generated annually; \$7.5 million since opening
- Employment: hundreds of (full-time-equivalent) jobs generated.
- Increased economic development along the HWY 50 corridor



ADDITIONAL FACTS AND FIGURES

The Harris Center builds community through memorable performances...

- Upwards of 400 events per year
 - Over 2,900 events since opening
 - Over 4,000 facility uses (when additional activities like rehearsals are considered)
- (This figure does not include additional instructional activity taking place in facility's classrooms.)
- Artists from over 50 countries presented
 - Event attendance in first 7 years: 1,069,000
 - Harris Center ticket office has sold 1 million tickets – worth over \$37 million
 - Annual Operating Budget of \$5 million per year results in over \$10 million in annual economic impact
 - Over 500 annual donor members provided over \$200,000 in financial support in 17/18 season
 - Cimaroli Society established in support of Harris Center with gifts from estate of Sevy & Neva Cimaroli
 - Number of volunteers who have helped out at the Harris Center since opening: 1,745
 - Volunteers contribute over 35,000 hours each year – a total of 254,560 hours as of 11/15/18
 - Harris Center Key Programming Areas:
 - Presentations bring artists from around the world to the Center to perform and share
 - Partnerships make the Center a home for local artists and arts organizations
 - Productions are work created and/or developed on site
 - Art Gallery Exhibits – Typically 6 per year
 - Folsom Lake College Speaker Series brings 3-5 Distinguished Speakers each year
 - Class Acts! School-time Matinee Series Brings ~10,000 K-12 students to the Center each year
 - Folsom Lake College Youth Chamber Orchestra sponsored by the Robert S. & Star Pepper Foundation
 - Summer Arts Academy – Week-long workshops in visual arts, music, theatre and dance
 - Center is home for Folsom Lake College instructional offerings in music, theatre, dance, visual arts; with special career technology programs in Technical Theatre and Commercial Music
 - Folsom Lake College students work in all areas of operations – customer service, ticketing, marketing, front-of-house, backstage, concessions, custodial – gaining valuable work experience and funds for their college education
 - Theatrical Lighting Control System Upgraded in January 2018
 - Sound system in Stage 1 Theatre upgraded in August 2018 – \$375,000 d&b audiotechnik Line Arrays
 - New ticketing system and new website coming online in February 2019
 - New LED Stage Lighting planned for Spring 2019
 - Restoration fund at \$1 million – will allow ongoing replacement of major furnishings as they age
 - Fifth Anniversary Survey Results – of nearly 5000 patrons surveyed,

- 98% of respondents feel the venue is a high caliber regional performing arts center
- 95% consider the Harris Center to have been a good investment for the community
- 82% indicated that they were able to “experience joy as a result of their Harris Center experiences”
- 64% shared that they “had been transformed by a remarkable artistic experience at the Harris Center”



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Harris Center Event Calendar For Rest of the 2018-19 Season

December

- 1 Voices of California: *Merry and Bright!*
- 1-2 Folsom Lake Symphony: *Holiday Spirit*
- 1-2 SBS: *Christmas Concertos By Candlelight*
- 2 Emery Entertainment: *An Unforgettable Nat King Cole Christmas*
- 4 FLC Music Choral Concert
- 5 SBL: LeAnn Rimes
- 6 FLC Evening of Dance
- 6 Inspire Choirs of America Winter Concert
- 8-9 FLC Youth Chamber Orchestra Fall Concert
- 8-9 Placer Pops Chorale: *Holiday Pops*
- 9 SBL: Jake Shimabukuro
- 13-16 Pamela Hayes Classical Ballet Theatre: *The Nutcracker*
- 13 Jacalyn R. McNeil Piano Studio Recitals
- 14 FLC Music World Music Fest
- 14 Cantare Chorale: *Christmas Radio*
- 15 [He] The Breath of God Benefit Concert
- 16 Cantare Chorale: *Christmas Radio*
- 18 EDMT High Voltage: *Holiday Celebration*
- 19 GV: *Big Band Christmas*
- 20 Sacramento Master Singers: *A Master Singers Christmas*
- 21 Ballet Folklorico de Sacramento: *Posada Navideña*
- 21 Light in the Darkness - Winter Solstice Tour
- 22-23 *An Irish Christmas*
- 24 *DrumLine Live Holiday Spectacular*

January

- 4 Emery Entertainment: Robert Dubac's *The Book of Moron*
- 5 Carrera: Christopher Cross
- 6 VITA: *Rising Stars of Chamber Music*
- 9 Notre Dame Men's Glee Club
- 10 Kids Helping Kids Gala Featuring Ben Rector
- 11 JSKC: *Joyous Music of Beethoven*
- 12 Carrera: The Magpie Salute
- 12 Malko: *Snow Queen II*
- 13 Paris Combo
- 13 *Mathematical Mysteries*
- 13 An Evening with Branford Marsalis
- 15 SBL: David Sedaris
- 16 Brazil's Ordinarius
- 17 Mark Hummel's 2019 Southern Harp Blowout
- 18-20 *The Wizard of Oz*
- 22-26 *Jersey Boys*
- 24 FLC Music Faculty Recital
- 26-27 SBS: *Voice of the Cello*
- 27 FLCCA: *Tapestry - A Tribute to Carol King*
- 30 Kalani Pe'a
- 31 Italy's ImPerfect Dancers: *Anne Frank - Words from the Shadows*

February

- 1-3 Lenaea High School Theatre Festival
- 5 Tracy Byrd: TBYRD25 Tour
- 6 Russian National Ballet: *Cinderella*
- 7 Russian National Ballet: Gala Program
- 9 Folsom Lake Symphony: *Romantic Tales*
- 9 Carrera: Keith Lowell Jensen - *Not for Rehire*
- 10 *Murphy's Celtic Legacy*
- 13-14 *Luis Bravo's Cumparsita*
- 14-17 *Defending The Caveman*
- 15-17 *Kinky Boots*
- 17 VITA: *Yearning for Freedom*
- 18 Los Vivancos: *Born to Dance*
- 19 International Guitar Night
- 20 SBL: Keiko Matsui
- 21-23 *EVITA*
- 23 FLC Music: *Celebration of African and African-American Music*

March

- 1 Music Beyond Borders: *Voices of America*
- 1-3 EDMT: *The Little Mermaid*
- 5 The Irish Rovers
- 6 *Masters of Hawaiian Music*
- 7-10 EDMT: *The Little Mermaid*
- 12 FLC Speakers: An Evening with Ron Paul
- 13 Carrera: Music Heals Benefit Concert
- 15 Ezralow Dance: *Open*
- 16 El Dorado Dance Academy: Bhaskar Arts Dance Recital
- 16-17 Richard Glazier: *Pure Imagination - Great Songs from the Stage and Screen*
- 17 *St. Patrick's Day In Ireland*
- 19 The Swingles
- 21-24 *SPAMALOT 15th Anniversary Tour*
- 23-24 SBS: *Viva Vivaldi*
- 25 collectif9
- 27 JSCK: *Fascinatin' Rhythms!*
- 28 Gamelan Sekar Jaya
- 29 SBL: Arlo Guthrie - *Alice's Restaurant*
- 30 Folsom Lake Symphony Family Concert: *Dancin' In Your Seat*
- 30 Carrera: Vicki Lawrence & Mama
- 31 Will Ackerman, *The Gathering, 4 Guitars*
- 31 PIOM: Jasmine Tzeng Piano Recital

April

- 1 Australian Chamber Orchestra
- 3 *Bella Gaia*
- 4 Zakir Hussain & Masters Percussion
- 5-7 *Legally Blonde, The Musical*
- 6 FLC Music Classical Music Concert
- 7 VITA: *A True Viennese Classic*
- 9 FLC Speakers: Susan Stamberg - *Considering All Things*
- 11 Carrera: Jazz Fusion Night with EFX All-Stars
- 12 Sac Guitar Society: Rovshan Mamedkuliev
- 13 Panto Company USA: *Beauty & The Beast*
- 13 Folsom Lake Symphony: *Fantastical*
- 14 FLCCA: Chistine Noll & Hugh Panaro - *Memories Down Broadway Lane*
- 15-16 Michael McDonald
- 18-20 *Something Rotten!*

26-28 EDMT: *West Side Story*
 26-28 FLC Falcon's Eye Theatre: *Alice in Wonderland*
 28 PIOM Faculty Gala Concert
 29 FLC Speakers: *A Conversation with Danny Glover*

May

2 Wendy Palmer Piano Recitals
 2 FLC Evening of Dance
 3-5 EDMT: *West Side Story*
 3-5 FLC Falcon's Eye Theatre: *Alice in Wonderland*
 4-5 FLC Youth Chamber Orchestra
 7 FLC Music Choral Concert
 8 FLC Music Classical Orchestra and Choir Concert
 8-10 Folsom Piano Academy Recitals
 9-12 *Menopause The Musical*
 9-12 FLC Falcon's Eye Theatre: *Alice in Wonderland*
 12 Bob Allen Music Recital
 15 Carrera: *Keb Mo*
 17 FLC Music World Music Fest
 17 Placer Pops Chorale: *The Pops Rock!!!*
 18-19 PIOM Recitals
 18 Voices of California: *The Best of VoCal*
 19 Placer Pops Chorale: *The Pops Rock!!!*
 25 SBL: *Riders in the Sky*
 30 Jay Owenhouse: *The Authentic Illusionist*
 31 Music Beyond Borders: *Whispers of Peace*

June

1-2 Folsom Lake Symphony: *Heroes & Villians*
 5-9 *RAIN - A Tribute to the Beatles*
 13 Starbright Entertainment: *Ryan Ahern*
 14-15 Fellowship for Performing Arts: *CS Lewis Onstage - The Most Reluctant Convert*
 16 Malko: Dance Competition/Showcase
 20 EDMT High Voltage: *Best of Broadway*
 22 El Dorado Dance Academy: *Elemental*
 22 Sac Blues Society: *Summer Soulstice 2019*
 23 FLCCA: *Classic Nashville Roadshow*
 29 Hoike 2019

July

5-7 EDMT: *Annie*
 10-14 EDMT: *Annie*

Legend

Carrera Carrera Productions
 EDMT El Dorado Musical Theatre
 FLC Folsom Lake College Production
 FLCCA Folsom Lake Community Concert Association
 GV Gary Vecchiarelli Productions of Las Vegas
 JSKC Jeffrey Siegel Keyboard Conversations®
 Malko Malko Performing Arts Academy
 PIOM Pacific Institute of Music
 SBL SBL Entertainment Presents
 SBS Sacramento Baroque Soloists
 VITA Vita Academy Great Composers Chamber Music Series