



PERSEVERANCE THEATRE

— Alaskan Regional Theatre —

LETTER OF SUPPORT

March 6, 2019

Katharine Heumann
Executive Director
The Partnership, Inc.
350 Whittier Street
Juneau, AK 99801

Perseverance Theatre (PT) understands that the Juneau Arts and Humanities Council is undertaking a project to expand the existing Juneau Arts and Culture Center facilities to include a performing arts center and that this project is currently named the New JACC. While no longer a formal participant in the Partnership, Perseverance applauds these efforts and wishes to whole heartedly endorse this project.

Perseverance Theatre is a long-time member organization of the Council and has enjoyed a complementary relationship on the Juneau arts scene. The Council is a vital part of Juneau's cultural life, and Perseverance is one of many Juneau artists and arts organizations who want to see the capital city have a multi-use performing arts facility to serve Juneau's thriving artistic community. There is a community need for the New JACC project and many uses for the proposed new facility. Specific to Perseverance, there is the possibility of mounting larger shows in the Performing Arts Theatre in the New JACC facility, partnering to host educational programming throughout the school year, and the exciting prospect of theatrical programming to reach visitors in the summer months, as Perseverance has successfully done in the past.

Growing visitor numbers and the scarcity of high quality locally created performing arts activities in Juneau may offer opportunities for further collaboration. Perseverance Theatre has produced Alaskan material for visitors in the past, with varying levels of success. As the theatre develops its strategic plans for sustainability, a downtown location at the New JACC could enhance any summer programming initiatives in mutually beneficial ways. Sustainability, including any additional programming, will depend on raising funds for capitalization and effectively selling tickets to locals and visitors alike. PT welcomes further conversations with JAHAC and its partners in ways we can support Juneau as a destination for cultural tourism.

Juneau has needed a performing arts center for a long time. Perseverance regularly works and collaborates outside of its own facilities, and would be able to do more if the New JACC offered the kinds of spaces PT doesn't currently have. The New JACC's downtown location is desirable. We want to communicate our intentions about programming at the New JACC while the project is still in the fundraising and final planning stages so the Partnership is able to incorporate our needs and the revenues our activity will generate into the business model. While we have not made any final decisions about these future production plans, we anticipate working with all involved to conduct cost/benefit analysis and to provide more detailed information as it becomes available.

We look forward to the possibilities,

Art Rotch
Artistic Director

Joshua Midgett
Managing Director