



Frequently asked questions about the Campaign

Q: Why does MACC need to be renovated and expanded?

A: The Center, as currently built and staffed, is at capacity. MACC needs to prepare to serve the community during the next 20 years and beyond. Construction will allow MACC to strengthen its programs and earned income potential, provide facility infrastructure for growth in fundraising, marketing, volunteer activity and programming, and make The Center experience more user-friendly.

Q: What will the new construction include and what is the timetable?

A: The MACC is about to embark on its third and final stage of construction. The first two stages are complete:

Stage 1: Completed in September 2003:

- new centralized box office
- upgraded theater technology
- reconfigured and renovated education complex

Stage 2: Completed in December 2005:

- new hospitality courtyard, office, meeting space
- special events lawn in the open space between the Theaters
- additional parking
- new maintenance and storage building

Stage 3: Schedule to begin June 2008 (15-18 month construction period):

- covering over Yokouchi Founders' Court and the A&B Amphitheater stage
- new 3500 sq. ft. event space overlooking Founders' Court on one side, the harbor on the other
- upgraded food and beverage service capabilities
- additions to the Pā
- additional parking and enhanced landscaping
- gallery improvements

Q: How will these expenditures change my experience at MACC?

A: You will enjoy world-class shows to rival most Mainland venues. With technological improvements in lighting and sound, MACC will be able to continue to attract top performers and a wider variety of shows that require enhanced technical and support services. Your family and the community is already benefiting from Stages 1 and 2 of the campaign effort with a new box office centrally located for convenience, increased educational programs, upgrading of the classrooms with air-conditioning, the renovations to the classroom gathering areas to make the classroom experiences safer and more comfortable, and new meeting and reception areas for a wide range of community groups and artists.

In the next Stage of construction community members will receive additional amenities and convenience from the upgraded food and beverage services, a weatherproofed food and reception courtyard, increased parking, benches, and easy-to-see directional signage.

Frequently asked questions . . . (continued)

Q: What is the total cost? Can we afford it?

A: The total construction estimated need to implement the long-term master plan is \$18.7 million if we do all three stages. The Campaign Leadership Committee and the Board have worked quietly with philanthropic, community, and corporate leaders to obtain gifts and pledges payable over five years, which have set a successful pace for this campaign and surpassed goal by \$1.5 million. A number of individuals and foundations stepped forward and made a substantial commitment toward this need, and in December 2005, we met the challenge from the Kresge Foundation and received a \$750,000 Kresge Foundation Challenge Grant.

Though the MACC successfully reached campaign goal, the realities of the current construction industry in Hawai'i have driven construction costs up well beyond what could have been anticipated when we started this project. The MACC seeks to raise \$4 million in additional funds to meet the construction estimates, complete Stage 3, and continue to deliver to our community a high-quality facility, *the venue* for high-quality programs.

Q: Why should we spend this money at MACC when there are so many other pressing needs on Maui?

A: The Maui Arts & Cultural Center affects other aspects of our life on the island in addition to bringing us excellent performances by world-renowned artists. MACC also impacts:

Maui's Economic Development – The Center helps attract corporate incentive groups that generate upwards of \$15 million a year in our economy. The Center stimulates about \$4.6 million annually in ancillary spending from its ticket buyers on food, shopping, and transportation. The Center spends annually, over 90% of its \$6 million budget on island, and the artists MACC attracts spend handsomely on hotel rooms, food, and tourist activities. The Center has begun to give Maui a national and global profile as a cultural destination. It positions Maui as a desirable destination for visitors, returning visitors, and part-time residents with cultural interests, and helps attract and retain a skilled and talented work force.

Our Children's Education – Each year over 18,000 students become involved in MACC's education program through CanDo! Days, school field trips, and artists' residencies at The Center and in the schools. Annually, The Center helps host school band concerts, student art exhibits, and performances and exhibitions for students. The Art of Standards program trains artists and educators to teach the arts in our schools. MACC is truly Maui's largest classroom!

Maui's Sense of Community – MACC has become a central gathering place for people from throughout the island. Last season over 275,000 people came to 1,800 events at The Center. 68% of these events were sponsored by community organizations. Over 2,800 individuals are MACC annual contributors, 143,000 individuals are ticket buyers and more than 2,900 individuals are volunteers, providing 286,898 hours of time for a value exceeding \$4,931,776. People come to The Center for performances, exhibitions, films, classes, a wide variety of community events, or just to see friends and enjoy a meal together. MACC is a source of inspiration and strength, representing core values of family and community and our highest selves as civilized human beings. As Honolulu Mayor Mufi Hanneman recently noted in Washington DC, the arts are not a "nice to have," they are a "need to have."

Questions? Please contact: Lisa Varde, Development Director

Maui Arts & Cultural Center • One Cameron Way • Kahului • Hawaii • 96732 • 808-242-2787 ext.236 • lisa@mauiarts.org