

The Sullivan Stage^{® KLJ}

A cultural economic development project proposal- Collective development for the Southbury Corporate Park

(Revised from the original presentation and initial proposals)

Kenneth Lundquist, Jr.; Founding Principal, KLJ

Proposed facility -

2,000 seat pysinium theater

30,000 sq ft sound stage

Community & classrooms

Production studios

A permanent & flexible collection art gallery

Residences for visiting artists

A concessions café & fine dining restaurant

This facility would parallel the amenities of Belding Theater addition to the Bushnell Center of the Performing Arts in Hartford; totaling approximately 110,000 sq ft. See attached projected floor plan created by KLJ.

Proposed purposes -

The Southbury community, and the central Naugatuck valley region at large, is in need of a visual arts center. There currently exists no facility in which films, live theater & music, art, culture, and community events can be experienced. Southbury residents, business leaders, the municipality, bordering towns, and the state recognize this need & support its creation.

The facility is aptly renamed The Sullivan Stage^{® KLJ} in honor of Ed Sullivan- the host and executive editor of The Ed Sullivan Show (the definitive and longest running variety series in television history), once resident of Southbury, and founder of the historic Southbury Playhouse. The name also plays as a clever marketing tool, simply resulting in greater appeal, especially considering the name's public visibility.

The Sullivan Stage^{® KLJ} parallels the identity, purpose, mission, and principles of the planning & development of the town of Southbury, its residents' interests, and the Connecticut Commission on Culture and Tourism. It embodies the contemporary culture of Connecticut and the current renaissance of culture & art in the world.

Proposed fulfillment -

With the proper collaboration & support, the arts consultancy KLJ has assumed sole direction & execution of this project. KLJ will, as a subsidy of itself, establish The Sullivan Stage Company. This company, of which Kenneth Lundquist, Jr. will preside & direct with a governing board, will serve as the administrative flagship of The Sullivan Stage. Actual ownership of the physical property is subject to the possessor of the land on which the facility is located. Thus further, the properties may be owned by a

separate party, and further operated by another; all within contractual agreements. Actual funding for fulfillment is projected through state & local funds & bonds, federal & state grants, private interest, fundraising, sponsorship, membership, and donations.

Supported by and in cooperation with –

Town of Southbury, Economic Development Commission

Ronald Webb, President of the Southbury Business Association

Harland Henry, Manager Small and Minority Business Services Unit

Connecticut Office of the Secretary of the State

Jerry Morrison, Enterprise Zone Program Director of the Department of Economic & Community Development, State of Connecticut

Juan Rodriguez Torrent, CEO of Aposematic Corporation, and iTorrent

Scott Wolfman, President of Wolfman Productions, Inc.

Ed Suib, of Heritage Village Performing Arts, Inc.

Joan Kloth-Zanard, President of Kloth Consulting

Driving points –

- This facility will directly result in generous tax revenue for the municipality & the state, a boost general commerce, an increased employment, additional influx of commerce benefiting Southbury as a whole, resident satisfaction, community enhancement, increased ranking, municipal visibility & ranking; thus generating additional economic activity economic & cultural appeal.
- Quality of life appears consistently on research surveys as an important consideration for firms/companies/individuals in developing, and locating business and home entities.
- Obvious and viable consumer markets for culture & tourism exist throughout Southbury, Connecticut, New England, and the globe.
- This facility is in adherence to historical aesthetics, conservation responsibilities, and participation with green practices.
- Culturally stimulated, widely shared economic growth is imperative for future economic vitality. This vitality continuously improves the overall opportunity, prosperity and quality of life of people and social existence.
- Positive growth fosters greater opportunity and foundation for current and succeeding generations by perpetuating a continuous echelon of living.
- Growth drives innovation. Innovation inspires evolution. Evolution is essential.

Boiler plate information –

The town of Southbury (& the Southbury Corporate Park), has strategic geographic location and excellent transportation access within Connecticut, which is the heart of New England. with major cities, like New York and Boston, skirting its borders. The town is bordered by Newtown to the south, Bridgewater to the west, Roxbury & Woodbury to the north, Middlebury & Oxford to the east. It is juxtaposition centrally

among New Haven, and Litchfield counties and represents the pinnacle of the western half of the state. Southbury's population maximum is approximately 26,345 people; its current population is just under 20,000.

Connecticut ranks #1 in the nation for per capita income. Southbury ranks #66 among Connecticut places, #9 among New Haven County places, #14 among Litchfield County places, and #3 among the central Naugatuck Valley places. Connecticut is a leading importer of college freshman; it being home to some of the world's most established educational institutions. It is a leading exporter of degreed employment market share. Also, Connecticut is the 8th oldest state in the country, at 39.3 years media age; Southbury being one of its "grayest" towns, especially with the presence of an age restricted development, comprising approximately 1/3 of the resident population. Conversely, Southbury also is one of the strongest school systems in the state with above average test scores, and high honors graduate percentages.

As of 2006, culture & tourism in Connecticut became a \$10 billion primary industry that supports over 225,000 jobs and generates \$1.4 billion in state taxes and revenues (or 11% of state total). The arts generate a \$1 billion annual economic return and employ close to 40,000 individuals in arts-related businesses. Every state dollar invested in funding the operation of arts institutions in Connecticut is matched 11:1 by the private sector. Every dollar invested by the state in tourism returns \$51 to Connecticut. The state's film efforts generate a \$12 million in return. Over \$500 million in personal income is directly related to the film industry.

Special thanks to: Mark Burns of Burns & Co.

Data noted from: Town of Southbury Planning, Conservation, Economic, & Development reports, State of Connecticut reports, The Connecticut Commission on Culture and Tourism, CREC, and other sources.

Proposal created by: Kenneth Lundquist, Jr. of KLJ