



# BRINGING COMMUNITY TOGETHER

*For the last 90 years,  
the Frauenthal Theater has been the  
cornerstone of downtown Muskegon.*

## The Next 90 Years: Top 10 Questions

### 1. What needs to be done?

In 2019, the facility underwent an architectural assessment and more than \$7 million in fundamental structure needs, renovation and preservation were identified for the theater, from HVAC system improvements to restoration of the building's exterior terra cotta masonry. These needed investments are critical to the Frauenthal Theater's future and use.

### 2. Didn't we pay a millage to fix the Frauenthal Center?

Twenty-five years ago, the community supported a bond issue that restored the Frauenthal Theater to its former grandeur. While the interior continues to be vibrant, the facility is showing wear from steady use over the past few decades.

### 3. Will this campaign address all the needs?

This preservation campaign aims to raise \$5.1 million to address the most pressing needs through Phase I. Efforts will continue beyond the campaign to meet the remaining needs.

### 4. How is the Frauenthal Center doing operationally? Is it operationally self-sufficient?

The Frauenthal Center is a lease facility, which also has a presenting season of at least three shows: a musical performance, a comedic offering and the Nutcracker. In addition to community philanthropy, the Frauenthal Center relies on grant support of up to \$250,000 from the Community Foundation on an annual basis. In 2019, the operating support needed to break even was under \$130,000.

### 5. Who are the Frauenthal Center's partners?

The Frauenthal Center Theater is also the home to the:

- Miss Michigan Pageant
- Muskegon Live Concert Series presented by Muskegon Community College and West Michigan Concert Winds
- Muskegon Civic Theatre
- Singing Christmas Tree presented by Mona Shores High School
- West Michigan Symphony

### 6. If the Frauenthal Theater is part of the Community Foundation, why don't they just pay for it?

The Community Foundation stewards gifts from many residents and donors. The use of these funds is limited to the charitable wishes of those donors. The Community Foundation has made a pledge of \$1 million toward the campaign from funds created to support cultural and beautification activities.



## 7. Why now?

The Frauenthal Theater, celebrating its 90th year, has served as a critical economic driver and anchor to Muskegon's redevelopment. While revitalizing the Frauenthal Theater clearly makes good financial sense, the overarching reason for supporting and investing in this shared cultural resource is evident in the quality of life enjoyed by all area residents.

## 8. Is this preservation campaign fixing the entire building?

The campaign will address needs within the theater itself, the Third Street and Western Avenue lobbies, and the overall preservation of the exterior of the building.

## 9. What does the Frauenthal Center mean to Muskegon?

Many West Michigan residents have attended a graduation ceremony, reunion or wedding celebration in the theater. Family Travel named the Frauenthal Theater among the "Top Things to Do" when visiting Muskegon. The Theater serves as the largest indoor performance attraction along the lakeshore. Past events include:

- Ballet Nepantla presented by Latinos Working for the Future
- Pastor Joe Lane with the Greater Muskegon Gospel Choir performance with the West Michigan Concert Winds
- Understanding Our Past: Healing Our Future with acclaimed speaker Dr. Joy DeGruy
- Building an Inclusive Equitable Community for Local Prosperity featuring speakers Dr. Jamie Bracey-Green and Mike Green
- Free Family Movie Days presented by the Frauenthal Center

The Frauenthal Theater enhances downtown Muskegon and makes it more attractive and economically viable. In 2018, local downtown arts institutions generated \$13 million of economic value, with the Frauenthal Theater shining as the largest attraction. Over 61,000 people from across the region attended events in the Frauenthal Center in 2019. The Frauenthal Center serves as a critical economic driver and anchor to Muskegon's redevelopment.

## 10. Who is leading the Frauenthal Center Preservation Campaign?

The Frauenthal Preservation Campaign Cabinet consists of community champions, including Honorary Chairpersons Chuck and Vivian Johnson, Co-chairs Amy Heisser and Asaline Scott, and the Community Foundation's Frauenthal Center Committee chair Maria Ladas Hoopes.

*Help us ensure that the Frauenthal Theater's next 90 years continue to inspire, enlighten and educate our entire community.*

**frauenthal.org**

## Questions can be directed to:

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