



Photo credit: Ryan McGuire, Bells Design

ANNUAL FUND VS. CAPITAL CAMPAIGN: WHAT IS THE DIFFERENCE?

TWO FUNDS, TWO PURPOSES

Annual Fund proceeds benefit the everyday operation of the Capitol Arts Complex, sustaining our programs and facilities as they exist currently. These funds support a variety of expenses, including staff salaries, routine maintenance, insurance, office supplies, show materials, concessions, postage, and other routine costs.

By donating to the **Friends Program**, you are donating to the annual fund, a year-round, ongoing campaign to support the services that you benefit from every day when you visit the Capitol Arts Complex. Through your contributions, you also earn perks such as Friends-only shows, ticket discounts, and pop-up treats that we throw in from time to time.

On occasion, we also receive annual fund contributions in the form of grants, such as the multi-year general support grants we receive from the New York State Council on the Arts, as a testament to the great things we've been able to accomplish in the past several years.

The **Capital Campaign** is a specialized, short-term fundraising effort that supports the growth of an organization. These campaigns are undertaken when an organization is doing well and wants to do even more, even better.

Capital campaign gifts are the types of gifts that, quite literally, make dreams come true. They tend to be of a higher dollar amount, and because of this, are able to be pledged over months or years, allowing even those who do not think they can make a difference to actively support an organization they love, so that it can grow and thrive into the future.

In the case of Capitol Arts Complex, several years ago we decided that we needed additional space to more effectively achieve our mission. After exploring our options, we purchased three adjacent buildings – two of which were originally built for PAR Technologies, and had most recently housed Oneida County Social Services – with plans to renovate them into additional artistic venues and retail space.

The “quiet” portion of our capital campaign was quite successful, and allowed us to renovate 230 West Dominick Street to create Cinema Capitol. We have now raised over 70% of our \$5.25 million project goal, and only \$1.5 million remains to be raised!



Photo credit: Elevate for Unsplash

PLEDGE FORM

- Yes! I would love to contribute to the Capitol Arts Complex Capital Campaign!
- I am considering a contribution. Please send more information.

*Name: _____

*Address: _____

*City: _____

*State: _____ *Zip Code: _____

*Email: _____

*Phone: _____

*Gift Amount: _____

*Signature: (for all donations)

Check # _____

Credit Card #: _____

Exp. ____/____ CVV: _____

- I would like this to be a recurring gift, for ____ years/quarters/months
- I would like this gift to be in honor of _____
- I would like this gift to be in memory of _____

RECOGNITION OF YOUR GIFT:

Donors who make a gift to the Capitol Arts Complex Capital Campaign will be recognized on our upcoming donor wall as having made a commitment to the Capitol's exciting future. Naming opportunities are also available at higher levels.

If you prefer your gift to be anonymous, please let us know at the time of the contribution.

Please contact Kylie Pierce, Development Director, for more information.

*Note: The legal name of Capitol Arts Complex is **Capitol Civic Center, Inc.** Our tax identification number is 22-2600068.*



Photo credit: Oren Atias

PROJECT TIMELINE:

2008 to the Present

2008:

- ❖ Engaged restoration architect to create a Historic Restoration Master Plan

2009:

- ❖ Master Plan completed
- ❖ Ticket booth restored
- ❖ Capitol Theatre electrical service entrance upgraded

2010:

- ❖ Theatre organ lift installed

2011:

- ❖ Project feasibility study conducted

2012:

- ❖ Three adjacent buildings (228-236 West Dominick Street) purchased

2013:

- ❖ Quiet phase of fundraising started
- ❖ Renovation preparation started inside purchased buildings

2014:

- ❖ Opened first screen at Cinema Capitol

2015:

- ❖ Held first outdoor movie in Capitol Courtyard

2016:

- ❖ Opened second screen at Cinema Capitol

2017:

- ❖ Capitol Theatre HVAC updated
- ❖ 4K digital projection added and screen replaced at Capitol Theatre

2018:

- ❖ Cinema Capitol facade renovated
- ❖ Capitol Theatre movie sound updated
- ❖ Capitol awarded \$2.5 million as part of City of Rome's Downtown Revitalization Initiative (DRI)

2019:

- ❖ Capitol launches public fundraising campaign

THE FUTURE IS UP TO YOU –

**GIVE A GIFT
TO THE CAPITAL
CAMPAIGN**

FUND THE FUTURE

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