

# State Of Maryland

## 2020 Bond Initiative Fact Sheet

<b>1. Name Of Project</b>		
Gordon Center for the Performing Arts		
<b>2. Senate Sponsor</b>	<b>3. House Sponsor</b>	
Hettleman	Hettleman	
<b>4. Jurisdiction</b> (County or Baltimore City)	<b>5. Requested Amount</b>	
Baltimore County	\$150,000	
<b>6. Purpose of Bond Initiative</b>		
the acquisition, planning, design, construction, repair, renovation, reconstruction, site improvement, and capital equipping of the Gordon Center for the Performing Arts		
<b>7. Matching Fund</b>		
Requirements:  Equal	Type: The grantee shall provide and expend a matching fund	
<b>8. Special Provisions</b>		
<input type="checkbox"/> Historical Easement		<input checked="" type="checkbox"/> Non-Sectarian
<b>9. Contact Name and Title</b>	<b>Contact Ph#</b>	<b>Email Address</b>
Sarah Mersky Miicke	410-542-4850	smersky@baltjc.org
<b>10. Description and Purpose of Organization</b> (Limit length to visible area)		
<p>The JCC operates two facilities in the Baltimore metropolitan area that each provide pre-school, fitness &amp; wellness, aquatics, cultural arts, inclusion programming, and after school care. The Peggy and Yale Gordon Center For Performing Arts is on campus of the Rosenbloom Owings Mills JCC and is recognized as Baltimore Countys premier performing arts center. The 550-seat Gordon Center serves over 30,000 patrons annually, drawing audiences predominantly from Baltimore County and Baltimore City. Every year the Gordon presents a season of professional regional, national and international performances consisting of live music, dance, family programs, and film. Accessibility to the arts is a core value of the JCC, so the Gordon Center tickets are priced to maximize sustainability and access.</p>		

**11. Description and Purpose of Project** (Limit length to visible area)

The Gordon Center serves more than 30,000 people per year through its performance season, Gordon Center rentals, and as a venue for public, governmental, and community events. Many different public and governmental organizations use the Gordon Lobby as a meeting space for their community events. When the institution opened in 1995, the Gordon Lobby was not expected to serve as an event or community meeting space on a regular basis. However today, despite its prime location, easy access and abundant parking, the current Gordon Center lobby is not equipped with the necessary technology and functionality to serve the community in this role.

*Round all amounts to the nearest \$1,000. The totals in Items 12 (Estimated Capital Costs) and 13 (Proposed Funding Sources) must match. The proposed funding sources must not include the value of real property unless an equivalent value is shown under Estimated Capital Costs.*

**12. Estimated Capital Costs**

<b>Acquisition</b>	\$0
<b>Design</b>	\$0
<b>Construction</b>	\$495,000
<b>Equipment</b>	\$100,000
<b>Total</b>	<b>\$595,000</b>

**13. Proposed Funding Sources - (List all funding sources and amounts.)**

Herbert Bearman Foundation	\$30,000
Internal JCC Capital Funds	\$60,000
The Associated	\$355,000
State of Maryland Bond Bill (requested)	\$150,000
<b>Total</b>	<b>\$595,000</b>

<b>14. Project Schedule (Enter a date or one of the following in each box. N/A, TBD or Complete)</b>			
<b>Begin Design</b>	<b>Complete Design</b>	<b>Begin Construction</b>	<b>Complete Construction</b>
11/1/2020	6/30/2021	9/5/2021	10/31/2021
<b>15. Total Private Funds and Pledges Raised</b>		<b>16. Current Number of People Served Annually at Project Site</b>	<b>17. Number of People to be Served Annually After the Project is Complete</b>
		30,000	30,000
<b>18. Other State Capital Grants to Recipients in the Past 15 Years</b>			
<b>Legislative Session</b>	<b>Amount</b>	<b>Purpose</b>	
2009	\$250,000	Power generator to serve as emergency shelter for ME	
2016	\$100,000	To convert Gordon Center's out-dated lighting to mor	
<b>19. Legal Name and Address of Grantee</b>		<b>Project Address (If Different)</b>	
Jewish Community Center of Greater Baltimore		3506 Gwynnbrook Avenue Owings Mills, MD 21117	
<b>20. Legislative District in Which Project is Located</b>		11 - Baltimore County	
<b>21. Legal Status of Grantee (Please Check One)</b>			
<b>Local Govt.</b>	<b>For Profit</b>	<b>Non Profit</b>	<b>Federal</b>
[ ]	[ ]	[ X ]	[ ]
<b>22. Grantee Legal Representative</b>		<b>23. If Match Includes Real Property:</b>	
<b>Name:</b>	Maury Garten	<b>Has An Appraisal Been Done?</b>	Yes/No
<b>Phone:</b>	410-539-2800, ext. 334		No
<b>Address:</b>		<b>If Yes, List Appraisal Dates and Value</b>	
Fedder & Garten 10096 Red Run Blvd. Ste. 200 Owings Mills, MD 21117			

<b>24. Impact of Project on Staffing and Operating Cost at Project Site</b>			
<b>Current # of Employees</b>	<b>Projected # of Employees</b>	<b>Current Operating Budget</b>	<b>Projected Operating Budget</b>
163	165	20456259.00	21000000.00
<b>25. Ownership of Property</b> (Info Requested by Treasurer's Office for bond purposes)			
<b>A. Will the grantee own or lease (pick one) the property to be improved?</b>			Lease
<b>B. If owned, does the grantee plan to sell within 15 years?</b>			No
<b>C. Does the grantee intend to lease any portion of the property to others?</b>			No
<b>D. If property is owned by grantee any space is to be leased, provide the following:</b>			
<b>Lessee</b>	<b>Terms of Lease</b>	<b>Cost Covered by Lease</b>	<b>Square Footage Leased</b>
<b>E. If property is leased by grantee - Provide the following:</b>			
<b>Name of Leaser</b>	<b>Length of Lease</b>	<b>Options to Renew</b>	
The Associated Jewish Federation	99 years	Yes	
<b>26. Building Square Footage:</b>			
<b>Current Space GSF</b>	158,000 sq feet		
<b>Space to be Renovated GSF</b>	NA		
<b>New GSF</b>	NA		

**27. Year of Construction of Any Structures Proposed for Renovation, Restoration or Conversion**

2021

**28. Comments**

When the Gordon Center For Performing Arts opened almost 25 years ago, the lobby was not intended to serve as an event/meeting space for 75 to 150 people on a regular basis.

Despite offering the right location, size and layout, the Gordon Lobby currently lacks the necessary functionality to effectively meet the desires of the organizations who want to use the space. Some of the current challenges facing the Gordon Center include:

**Technology:** Designed in the mid-90s, the lobby was not intended to serve as a meeting space for the JCC and other community activities. Proposed tech upgrades involve an integrated system including large screen, projector, and sound.

**Aesthetics and Functionality of the Lobby, Bathrooms and Backstage:** The interior lobby, bathrooms and backstage remain unchanged from when the theater opened in 1995. Each of these areas require updating flooring, painting, lighting and furniture to serve the 30,000 people who patronize the Gordon Center on an annual basis. Today, selling concessions provides a viable stream of income for the theater. Part of the proposed upgrade involves expanding the concessions area to better serve demand.

From January 2019 through February 2020, the Gordon Center Lobby has hosted as many as 10 public governmental forums, Homeland Security trainings, free wellness seminars, meetings of the Anti-Terrorism Advisory Council and a Senior Expo through Baltimore County's Department of Aging. Most recently, the Gordon Lobby and theater served as one of the venues selected by County Executive Johnny Olszewski's Town Hall meetings. The evening brought together more than 225 Baltimore County citizens who gathered to hear more from the County Executive about his plans for the future. For that event, the Gordon Lobby was used to showcase many of the County's programs and agencies.

With funding from the State Bond Bill, the JCC will have the ability to upgrade this Baltimore County "gem" to ensure that it remains a vital and welcoming destination for more than 30,000 patrons per year.