



**The Indiana Theater**

637 Philadelphia Street

Indiana, Pa 15701

724-427-5141

Managed by:  
**Downtown  
Theater  
Project**  
A 501c3 nonprofit



252 Church Street  
Indiana, Pa 15701

I hope this letter brings you as much joy as it does for me to write: The Indiana Theater is now open once again as an artistic venue. This beautiful venue is once again filled with live music, special events, a variety of films, and free community-sponsored experiences. My name is Veldorah Rice and I am the Executive Director of The Downtown Theater Project, a nonprofit that is now managing the theater. I am so excited to tell you about what we have been doing and how you can help.

The theater is a beloved place that for a long time was the heart of our downtown and, hopefully, once again will be. The Indiana Theater has been a hub of entertainment, cultural enrichment, and community gathering for generations. Over the decades, it has served as a venue for sharing the magic of cinema, fostering community engagement, and promoting local talent. A marquee filled with upcoming events serves as a physical symbol of what Indiana, Pa is: a welcoming place with deep traditions that embraces the arts and is truly a destination spot of culture for travelers and locals alike. We believe that a restored theater will help grow Indiana as a destination draw by providing high quality in an intimate venue. It is our dream to bring this vital theater back to life once again to fulfill its intended purpose.

However, like many other nonprofits and cultural institutions, The Indiana Theater needs the community to invest in it for it to be truly operational again. While we have reopened with limited capacity, we continue to struggle financially. To ensure the survival and revitalization of this landmark, we are reaching out to individuals and organizations in our community who share our passion for preserving the vibrant arts and cultural landscape of our downtown area. We firmly believe that The Indiana Theater holds immense value as a community asset, fostering creativity, offering a wonderful space for entertainment, and contributing to the economic vitality of our downtown.

We kindly request your support in the form of a donation to help us sustain and enhance The Indiana Theater's operations. Your contribution, no matter the size, will directly impact our ability to continue providing affordable and enriching cinematic experiences for our community. Donations will be used to cover operating expenses, upgrade our facilities, invest in necessary equipment, and develop engaging programs and events that cater to diverse audiences.

Enclosed with this letter, you will find more information about The Indiana Theater, our current needs, and the various ways you can contribute. Please review this material at your convenience.

Thank you for considering our request, and we look forward to the possibility of partnering with you to create a brighter future for our downtown area.

With warm regards,

Veldorah Rice

# Our Board



**Veldorah J. Rice**  
Executive Director

Veldorah has served in various community organizations as a lifelong resident of Indiana. She has worked in education at both the high school and college level and developed Write from the Heart, an online English program serving students worldwide. Veldorah holds degrees in English, History, Communication and Film Studies. She has worked in the independent film industry, serving as a location manager, props master, and production assistant in various productions.



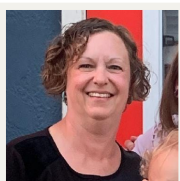
**Steve Holliday**  
Technical Director  
Board President

Steve is an Indiana native active in multiple venues and creative spaces since 2014, including the Indiana Theater, Cafe Nervosa, HR Steinhouse, indiArts Fest, and WIUP-FM. He is currently a freelance Audio Engineer and Lighting Designer, and Union (IATSE) Stage Technician. He graduated from Full Sail with an Audio Engineering degree.

**Catherine Planisky**  
Vice President



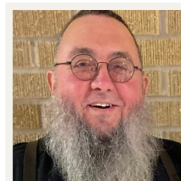
**Danielle Morganti**  
Treasurer



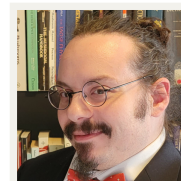
**CJ MaGilton**  
Secretary



**Eric Longwell**



**Michael Perry**



**Jessica Smith**



# Our Mission

**The Downtown Theater Project is organized for the purpose of offering the community quality and diverse programming in an inclusive environment. The mission of the Organization is to be committed to the restoration and revival of the Indiana Theater as a thriving community hub.**

Downtown Theater Project is responsible for:

- Event scheduling and management
- Coordination with the community
- Staffing and house management
- Theater improvement exploration
- Growth of event opportunities
- Grant applications and fundraising

The Board believes that the theater will work best with a group specifically created to manage and control the daily workings of the space. This improves building security and safety, creates clarity in organization, and will allow for staff positions. It also creates a support structure for other groups coming in to use the theater without the need to start from scratch every time an event occurs. This relies on support of an engaged community, both financially and as volunteers. We believe that we have such a community.



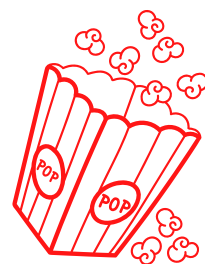
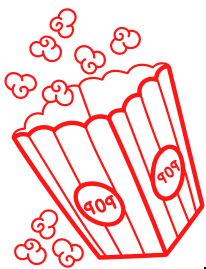
# THREE PATHS OF PROGRESS

Small theaters are becoming more popular for niche entertainment, and there are many options available. Here are three ways the Indiana Theater can meet the needs of our community and bring tourism to the area.

PROGRAMMING	
BRINGING IN PERFORMERS	From bands to comedians to podcast recordings, the Indiana Theater is uniquely positioned as a place for intimate shows. Several performers have already staged concerts here, including Billy Price, Jim Donovan, Black Ridge, and The Clarks. We have partnered with IUP to feature student talent and activities. Local bands and national acts have already reached out for opportunities to work with us. In addition, The Indiana Arts Council has committed to staging ten concerts a year in the theater.
PRIVATE EVENTS	
RENTING OUT THE THEATER	The Indiana Theater is already in high demand from local groups looking to host events. A film and panel discussion from a group at IUP, a private party with a film screening, a graduation party with video games on the big screen, a local dance troupe holiday performance, and a family reunion are all ways that the theater has already been engaged. We see this expanding to corporate events, art shows, and many other opportunities.
POTENTIALS	
REACHING THE COMMUNITY	The Indiana Theater is a space for the community to come together. We show films throughout each month to draw many different sectors of the community, from families to college students. We also offer the theater as a place for community groups to hold meetings or host an open mic night. Partnering with other local organizations for events or sponsorship is a priority. We desire to be able to support everyone and offer opportunities for all.

# The Indiana Theater

## *Wish List*



### **Building:**

- ADA Platform: \$1500
- Control Panel Platform: \$1500
- Theater Office Space: \$2500
- Hospitality Furnishing: \$3000
  - Lobby Furnishing: \$3000
  - Concession Stand: \$3500
  - Hospitality Suite: \$4000
- Backstage Restoration: \$6000

### **Equipment:**

- Lighting Cables and Power: \$500
  - Spotlights: \$1000
  - Lighting Updates: \$1500
- Ticketing Sales System: \$2200
- Stage Fabric Replacement: \$2500
- Speakers and Power Amps: \$2500
  - Sound Mixer: \$3500
- Footlights and Specialty Lights: \$3500
- Cash Register System Setup: \$4800
- Internet & IT Infrastructure: \$5000

### **Other Support:**

- Financial donations
- Monthly support
- Movie Sponsorship: \$500 per movie
- Partnership with businesses and organizations

***Become a  
Supporter  
Online Here***



***Or send a check to:  
The Indiana Theater  
252 Church Street  
Indiana, Pa 15701***

Items can be sponsored in whole or in part.  
For questions or more information contact **Veldorah Rice**  
at [indianapatheater@gmail.com](mailto:indianapatheater@gmail.com) or 724-427-5141



# Indiana Theater Donation Form

By making a tax-deductible contribution to The Indiana Theater, you ensure our ability provide a community space where we can come together and celebrate the arts as well as preserve one of the iconic buildings in Indiana, Pa as an active and vibrant theater.

First Name \_\_\_\_\_  
 Last Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_  
 Home Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_  
 Email \_\_\_\_\_

Enclosed is my tax-deductible gift of \$ \_\_\_\_\_

I would like this donation to fund the following:

(Your donation can contribute toward a certain area of the theater, or leave this blank for a general donation)

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Please keep my donation confidential

**Yes, I'd like to make a monthly commitment to The Indiana Theater!**

I would like to make the following monthly tax-deductible gift:

\$25  \$50  \$100  \$500  \$1000  Other amount: \_\_\_\_\_

**Method of contribution:**

- My check is enclosed.
- Please charge my credit card:
  - Visa  MasterCard  Discover  American Express

Cardholder's Name (print): \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

Card Number: \_\_\_\_\_

CVV#: \_\_\_\_\_ Expiration Date: \_\_\_\_\_



Please mail this form along with your payment to: The Indiana Theater, 252 Church Street, Indiana, Pa 15701.

If you would like to fill out the form online, you can do that here:

[www.theindianatheater.com/wish-list-campaign](http://www.theindianatheater.com/wish-list-campaign)

If you have any questions about the donation program or the work we are doing, please contact Veldorah Rice at 724-840-3607 or email [indianapatheater@gmail.com](mailto:indianapatheater@gmail.com).