

Artistic Home Campaign

Ratt|estick
THEATER



How will you care?

"There used to be a time when theaters like Rattlestick were populated all over the West Village and other downtown spaces. Now, we are a rare breed. Investing in Rattlestick means investing in supporting the creative genius of artists, and in essential community building and gathering, and in a home that is intimate, creative and possible.

Rattlestick's Artistic Home Campaign is an invitation to care for our space, artists, and audiences. For 27 years, we have launched the careers of hundreds of artists and over 125 new plays in our beloved jewel of a theater in the West Village. The Artistic Home Campaign is an investment in our artists and our community to gather and experience work that is brave, memorable, and impactful.

To do this, we need an artistic home that takes care of our community of artists and audiences. We need an elevator so that anyone, regardless of their physical ability, can access our theater. We need dedicated restrooms for the audience and the artists. We need expanded dressing rooms so we can produce bigger-cast productions. We need sound-proofing and assisted listening devices. In order to best use this new space, we need funds for capacity-building and artistic risk-taking that will allow us to make the most of our expanded home. Each of these needs enables us to be more courageous and more caring.

We have been dreaming of these possibilities for several years and our long-term partnership with St. John's in the Village secures our West Village home until at least 2039. Supporting the Artistic Home Campaign is an investment in Rattlestick's artists, audience members, and our viability to make dynamic work now and for the future. Let us dream together of a future filled with promise and possibilities."

- Daniella Topol, Artistic Director

Courageous artists, community gathering, provocative theater, social justice

... and YOU.

A Vision For Our Home

PRESERVATION

celebrating our theater's uniqueness and history

INNOVATION

giving artists the freedom and flexibility to create

COMMUNITY

creating an inviting, comfortable space for artists and audiences

We believe in ambitious theatrical work that engages audiences and provokes conversation that leads to positive social change. We make this work in our home at 224 Waverly Place in the heart of the West Village. Located on the second floor of a landmarked building owned by St. John's Church, we have obtained a long-term lease that will secure our future in this space until 2039.

Aligned with our core values that prioritize inclusivity, we welcome and actively serve artists and audiences that represent the diversity of our community. Through the Artistic Home Campaign, for the first time, we will also be able to make our home fully accessible. Each season, our space is home to:

2-3 Mainstage Productions

12 Community Gatherings

20 Workshops and Readings of New Work

200 Students

400 Artists

10,500 Audience Members



Photo by Julieta Cervantes

“My favorite thing about Rattlestick is that it is a small theater with big theatrical ambitions. Rattlestick is growing and expanding in so many ways — now audiences don't know how the theater will be configured when they enter the space — the surprise of this is now a part of their viewing experience.

I think all the work the theater has been doing and will continue to do in the next few years to make the space more flexible and comfortable for both audiences and the artists who work at the theater is vital to the theater's growth and will enable it to keep growing and stretching its artistic mission.”

- Cusi Cram
Playwright, *Novenas for a Lost Hospital*

Project Overview

Founded in 1994, Rattlestick Theater has launched the careers of hundreds of artists and produced over 125 new plays from our beloved jewel of a theater at 224 Waverly Place in the heart of the historic West Village. Our mission is to produce ambitious plays that inspire empathy and provoke conversation that will lead to positive social change.

In order to more deeply pursue our mission and serve our communities, our Artistic Home Campaign will renovate, restore, and enhance accessibility at our theater. This investment in our artists and our community will create a more welcoming space to gather, converse, and experience work that is brave, challenging, and memorable.

MAJOR SCOPE ELEMENTS

- **Flexible Staging, Seating, and Lighting:** Creating a theater that can be used in radically intimate and innovative configurations
- **ADA-Accessible Elevator:** Inviting audiences and artists of diverse needs into our space
- **ADA-Accessible Bathrooms in Lobby and Backstage:** Giving audiences and artists access to restrooms without disrupting performances
- **Expanded Performer Dressing Rooms:** Accommodating ambitious work with larger casts
- **Expanded Lobby and Ticket Counter:** Encouraging interaction and creating space for movement before and after performances
- **Sound-Proof Flooring and Windows, and Assistive Listening:** Allowing for ideal sound levels for our productions, audiences, and neighbors
- **Lowered Stage:** Allowing for artist access as well as flexible seating options

Project Team

Architecture Outfit

Our architect (AO) has worked on a number of notable performing arts projects across NYC, such as New York Theatre Workshop, Symphony Space, and Theatre Row.

AO

Cirgenski+Company

Project Manager and Owner's Representative, Chris Cirgenski, is a recognized leader in NYC's development and project management, construction, and architecture industries, with over 40 years of diverse experience.

Cirgenski+Company

Design Concept Drawings

RENDERED STREET VIEW

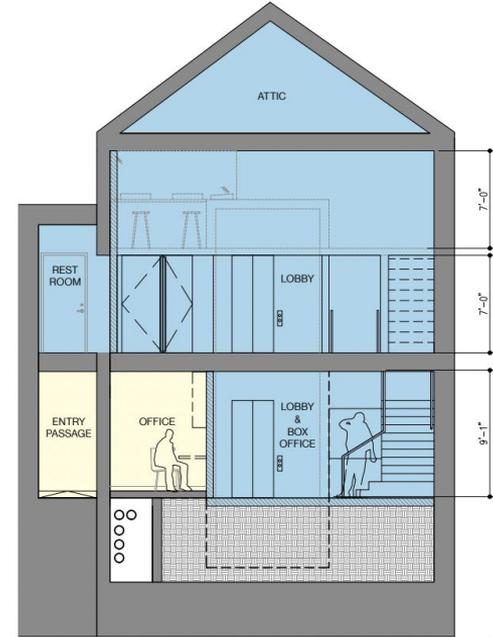


ARCHITECTURE OUTFIT

Staff & Artists Reviews

March 21, 2022

Rattlestick Playwrights Theater



1 SECTION
SCALE: 3/16" = 1'-0"
0 4' 8' 12'

Design Concept Drawings

PROPOSED



ARCHITECTURE OUTFIT

Schematic Design Review

February 18, 2022

Rattlestick Playwrights Theater

PROPOSED



ARCHITECTURE OUTFIT

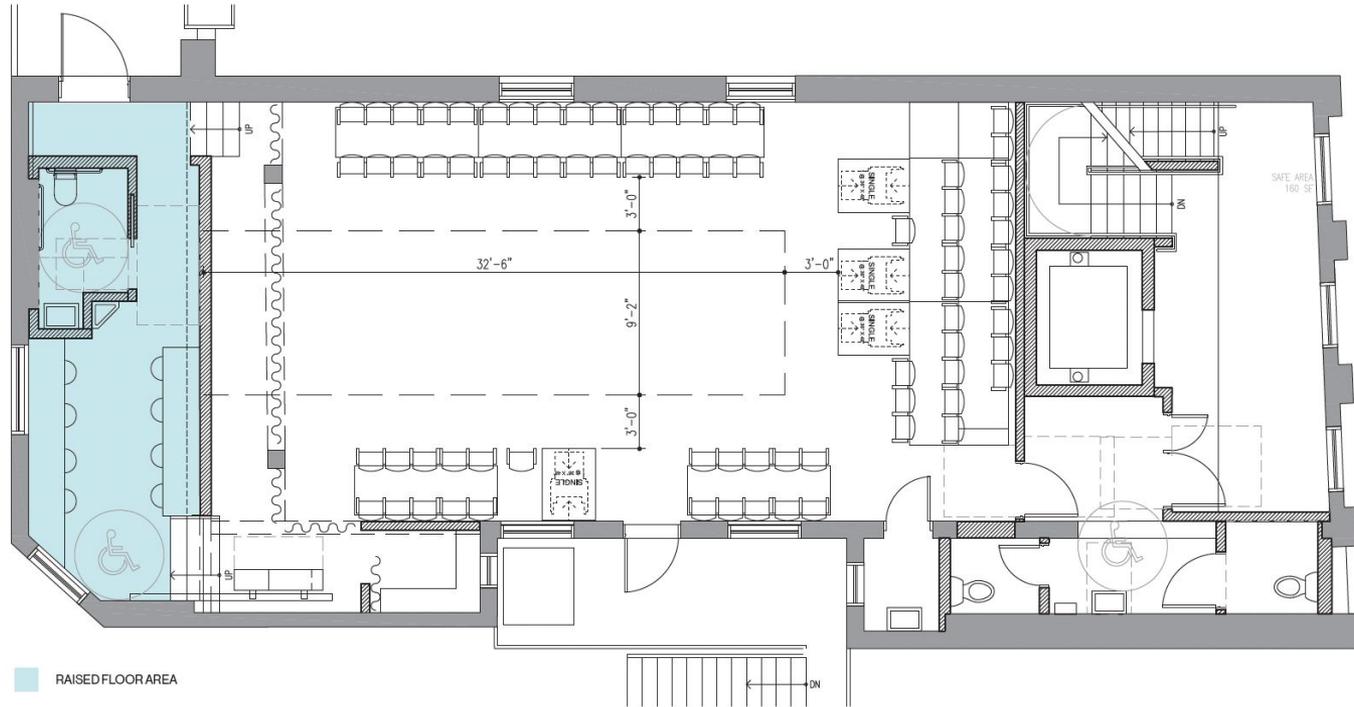
Schematic Design Review

February 18, 2022

Rattlestick Playwrights Theater

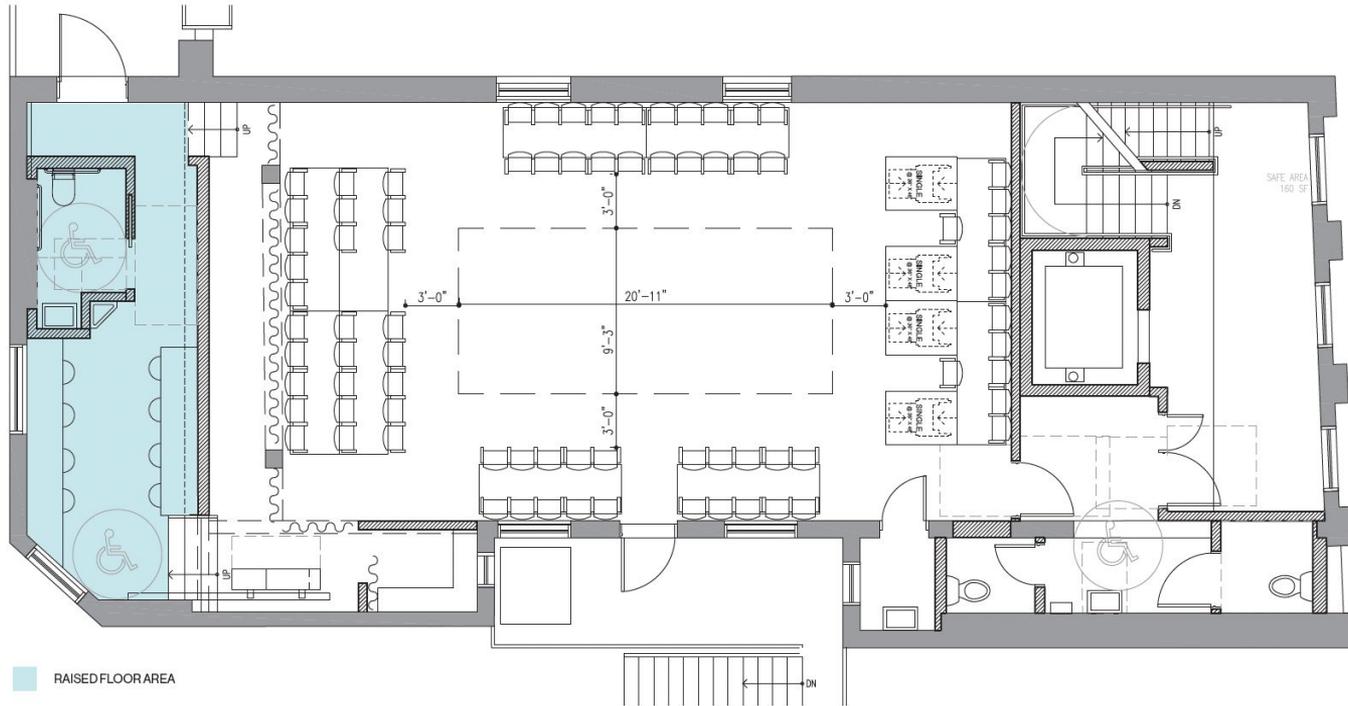
Design Concept Drawings

FLAT FLOOR STAGE WITH INCLINE LIFT | THRUST STAGE (79 SEATS)



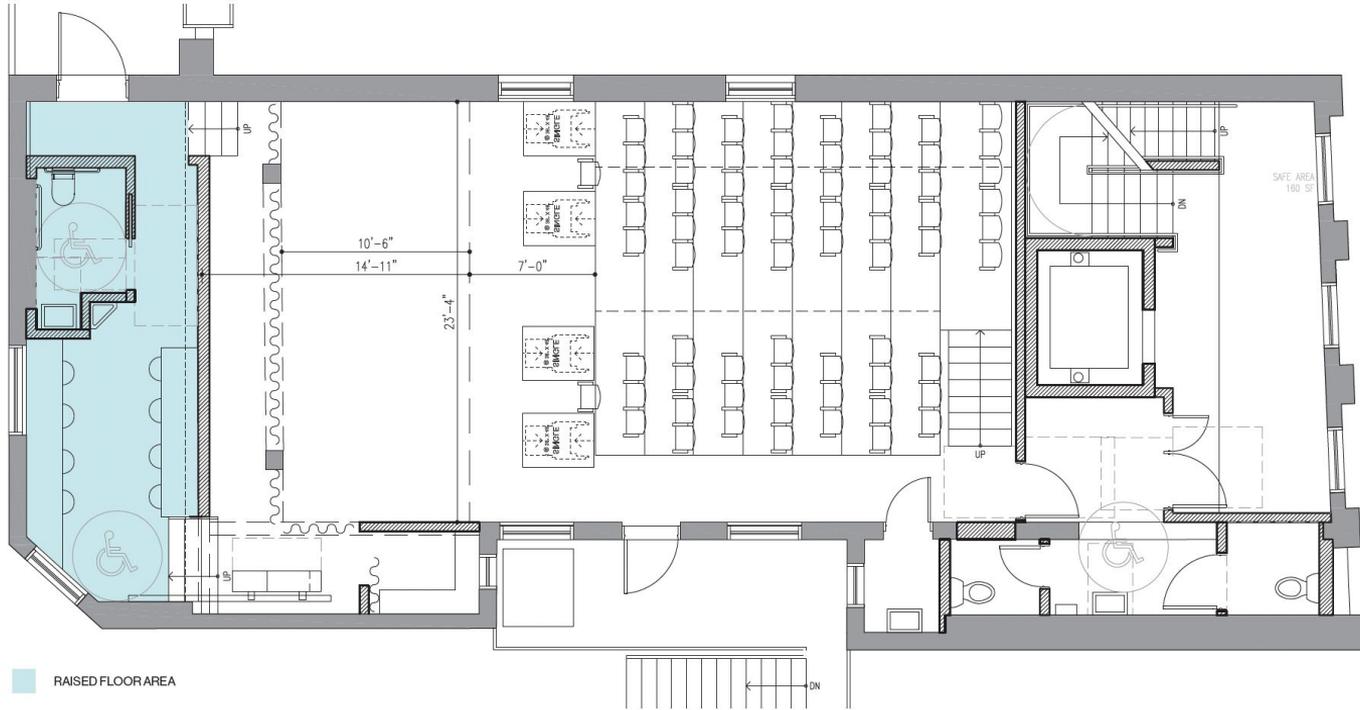
Design Concept Drawings

FLAT FLOOR STAGE WITH INCLINE LIFT | IN-THE-ROUND (82 SEATS)



Design Concept Drawings

FLAT FLOOR STAGE WITH INCLINE LIFT | STAGGERED SEATING, 9" RISE (77 SEATS)



ARTISTIC HOME CONSTRUCTION \$3,600,000

Theater \$500,000

Front of House and Facade \$1,000,000

Back of House \$350,000

Elevator \$1,000,000

Design and Project Planning \$750,000

BUILDING & OPERATING RESERVES \$250,000

CAPACITY BUILDING & ARTISTIC RISK-TAKING \$200,000

ORGANIZATION COSTS \$150,000

CAMPAIGN TOTAL \$4,200,000

Detailed budget breakdown available on request.



PROJECT BUDGET

Photo by Sandra Coudert Graham



PROJECT TIMELINE

ANTICIPATED TIMELINE

October 2021 to December 2022

Fundraising Campaign

October 2021 to Spring 2023

Project Design, City Contracting, and Construction Bidding

Spring/Summer 2023

Begin Construction and Renovation, Rattlestick Productions Re-Locate

Winter/Spring 2024

Rattlestick Re-Occupancy at 224 Waverly Place

Gift Sources

TOTALS	Total Raised
NYC DCLA	\$2,260,000
NYSCA	\$500,000
Rattlestick Board	\$271,150
Foundation/Corporate	\$837,000
Individual	\$660,481
March 14 Benefit	\$50,800
GRAND TOTAL	\$4,579,431



Campaign Overview



Campaign Supporters

\$5K+
(Updated April 2022)

Photo by Russ Rowland

New York City Department of Cultural Affairs in partnership
with Manhattan Borough President Gale A. Brewer &
New York City Council Speaker Corey Johnson

New York State Council on the Arts

The Battin Foundation, The Baisley Powell Elebash Fund, The
Booth Ferris Foundation, Frederic R. Coudert Foundation,
Howard Gilman Foundation, Still Point Fund, The Dorothy
Strelsin Foundation, The Tow Foundation, The W Trust

Nina Adams & Moreson H. Kaplan, Daryl & Joseph Boren,
Raymond & Pamela Brunt, Faith Catlin & John L. Griesemer,
Kathleen Chalfant, The Herrman Family, Mary & Gregory
Juedes, Nina & Rob Kaufelt, Wendie & Bud Kroll, Robert
Lomison & Drew Cross, Rosalee & Bruce Lovett, Nevin Law
Group/Doug Nevin, Steven Phillips & Isabel Swift, Zachary
Quinto, Betty P. Rauch, Adam Sheer, Ted Snowdon, Susan
Strickler & Richard Kaye, Stinson Stroup, Jennifer Swidler, Jeff
Thamkittikasem & Liz Gillroy

Rattlestick's Board of Directors

Donor Recognition

All Artistic Home Campaign contributors giving \$25,000 and over will be recognized on a donor recognition wall in the newly renovated lobby. Additionally, the following individual spaces are available for naming or for honoring or memorializing a loved one. Additional naming opportunities may be available as designs continue to update.

\$250,000	STAGE (RESERVED)
\$150,000	ELEVATOR (RESERVED)
\$150,000	UPPER LOBBY (RESERVED)
\$100,000	DRESSING ROOM
\$100,000	LOWER LOBBY (RESERVED)
\$100,000	STAIRWELL (RESERVED)
\$75,000	BOX OFFICE
\$50,000	AUDIENCE HALLWAY
\$25,000	GREEN ROOM (RESERVED)
\$25,000	WINDOWS (4)
\$5,000	STAIRWAY STEP (5 AVAILABLE, 9 RESERVED)
\$1,500	RATTLESTICK SEAT (13 RESERVED)
\$1,000	STAIRWAY STEP SHARED





Photo by Jeremy Daniel

About Rattlestick

Rattlestick Theater's mission is to produce ambitious plays to inspire empathy and provoke conversation that will lead to positive social change.

Rattlestick is a celebrated off-Broadway theatre that has produced the first plays and early works of some of today's leading voices including Annie Baker, Sheila Callaghan, Martyna Majok, Diana Oh, Adam Rapp, Lucy Thurber, Jonathan Tolins, Heidi Schreck, and Craig Wright. We are also proud to be a place where some of our most celebrated playwrights feel safe to test their boldest ideas, including Athol Fugard, Craig Lucas, Dael Orlandersmith, José Rivera, and Sam Hunter. Recently, Rattlestick received several prestigious grants allowing us to commission new work from writers such as Stacey Rose, Liba Vaynberg, and Cusi Cram, as well as a 3-year residency for playwright Basil Kreimendahl from the Andrew W. Mellon Foundation.

Rattlestick Leadership

ARTISTIC HOME CAMPAIGN CO-CHAIRS

Robert Lomison and Zachary Quinto

BOARD OF DIRECTORS

Jeff Thamkittikasem, Chair

Robert Lomison, Vice-Chair

Jennifer Swidler, Vice-Chair

Bud Kroll, Treasurer

Ray Brunt, Secretary

Horace Barker

Daryl Boren

Faith Catlin

Cusi Cram

Nina Darnton

Kent Gash

Doug Nevin

Steven C. Phillips

Zachary Quinto

Susan Strickler

Daniella Topol

Alana Weiss

LEADERSHIP STAFF

Artistic Director: Daniella Topol

Managing Director: Yue Liu

Individual Giving Manager: Laura Zlatos

Institutional Giving Manager: Jolene Noelle

Venue Manager: Ben Jones



Tom Kirdahy, Michael Urie, Nikki M. James, Zachary Quinto, Lois Smith, Brooks Ashmanskas, Rosie Perez, Arian Moayed, Daniella Topol