



At a Glance: About the Facility

- Located on the riverfront at the corner of Front and King Streets
- Total project cost \$9.6 million
- Approximately 30,000 square-foot building
- 450 seats in the main stage theatre
- 100 seats in secondary performance space (Black Box)
- Three classrooms 17' x 35' — can be combined into one classroom 51' x 35'
- Expansive 2,250 square-foot lobby
- State-of-the-art sound and lighting package
- Roof top terrace to accommodate 150 patrons
- Three stories:
 - First floor—lobby, main entrance to both theatres, box office, concessions, scene shop, dressing room, and restrooms
 - Second floor—balcony entrance to main theatre, classrooms, restrooms
 - Third floor—offices, costume shop
 - Basement—orchestra pit
- Architect: Vantage Architects, Inc., La Crosse
- General Contractor: C.D. Smith, Fond du Lac

La Crosse Performing Arts Center



East elevation



South elevation



North elevation



West elevation

A Vision for Collaboration

The La Crosse Community Theatre and Viterbo University, in examining their organizations' individual aspirations, will greatly benefit from collaborating to build a mid-size Performing Arts Center on donated land on the beautiful Mississippi River. This collaboration will result in an artistic, architectural and economic impact and will serve to enrich the lives of those who visit or live in our community. By collaborating, the partners share their strengths and philanthropic opportunities allowing for a performing arts center to be constructed sooner rather than if done independently.

La Crosse Community Theatre Project Goals

- Serve the La Crosse community, audience, volunteers, and staff with a centralized lobby, and larger and better equipped spaces.
- Provide educational and performance opportunities to youth and adults.
- Function in partnership with other arts and cultural organizations in the 7 Rivers Region, filling a need for mid-size performance space.
- Boost economic development in the La Crosse area, presenting a significant cultural draw for potential future employees and employers.
- Provide an anchor for a growing and exciting arts district including The Pump House Regional Arts Center and the Grand River Terminal Artist Lofts.

Viterbo University Theatre Project Goals

- Establish programs of national distinction in theatre and other areas of the performing arts while maintaining Viterbo's reputation as the Epicenter of the Arts in the Coulee Region.
- Complete the next critically important project identified in the campus master plan identifying the need for a mid-size performance space.
- Compete nationally for the most talented and selective performing arts students.
- Provide current students with more diverse performance opportunities and a bridge to the real world experience that a downtown/Viterbo-Community Theatre collaboration would provide.
- Build on Viterbo's reputation for innovation and collaboration to build a successful alliance which benefits the community.
- Open the door to new collaborative channels that would benefit the community and students in areas of internships in other academic programs such as accounting, marketing and promotion, servant leadership, arts administration.

A new downtown performance theatre that meets the needs of both the La Crosse Community Theatre and Viterbo University has captured the imagination of the respective leadership of the La Crosse Community Theatre and Viterbo. Unaware of any university/community theatre partnerships in the nation, we looked to the successful partnership between the Boys and Girls Club of La Crosse and Viterbo University as a blueprint for another national, unique collaboration model in the city of La Crosse.