



THE CAMPAIGN FOR **QUINTESSENCE** AT THE SEDGWICK

REBUILDING AN ICONIC THEATER
AS NORTHWEST PHILADELPHIA'S
HOME FOR THE PERFORMING ARTS

THE SEDGWICK THEATER HISTORY & FUTURE

In **2010**, Alexander Burns and a small group of angels founded the Quintessence Theatre Group, rented the Sedgwick Theater, hired actors, offered the first season of classical theatre, with the vision of creating a home for their work in Mt. Airy, Philadelphia.

During the past 14 YEARS, many small businesses and restaurants opened on Germantown Avenue, while Quintessence Theatre Group continued to grow. Today, Quintessence is at the center of Mt. Airy's neighborhood revitalization, and it contributes to the vibrant quality of life, educational excellence, and increasing economic strength of the community.

Quintessence is at the heart of Mt. Airy's revitalization. A professional theatre operating on an Actor's Equity Association contract, it has presented 65 fully-staged productions as of March 2024 and 49 play readings, bringing live theatre experiences to as many as 14,000 people each year, and over 2,500 students from 30 area schools, including Title 1 schools.

Now it has the capacity to extend its reach through professional streaming of its performances as well.

Quintessence Theatre Group has reached a turning point that will define its future and the vitality of Northwest Philadelphia. To fully serve the community and to fulfill its artistic vision and mission, Quintessence is ready to break past the status quo and purchase and restore the Sedgwick Theater.



IMAGINING A NEW SEDGWICK THEATER

Quintessence Theatre Group proposes renovating and restoring the Sedgwick to become a 21st Century performing arts center.

When complete, the restored Sedgwick Theater will attract theatre audiences from across the Philadelphia region. It will form the cultural core that will make Mt. Airy a destination and drive its economic and cultural development.



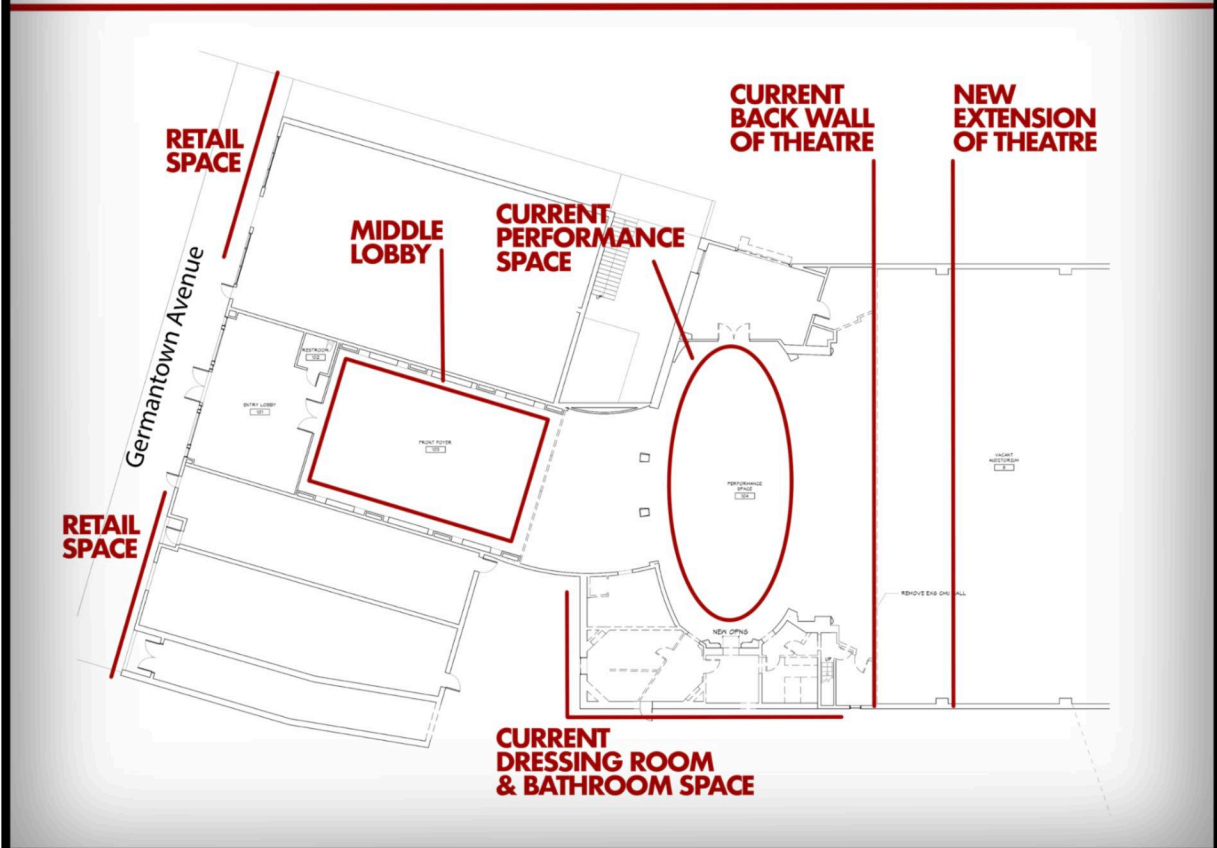
IMAGINING A NEW SEDGWICK THEATER

Working with *Voith & Mactavish Architects*, Quintessence has created plans for a series of spaces for post-pandemic audiences, while maintaining the historic character and unique charm of the Sedgwick's Art Deco interiors.

You now have a unique opportunity to act in partnership with others and make an investment in Mt. Airy that will propel the community forward.



UNDERSTANDING THE SEDGWICK



OVERVIEW OF PLANNED RENOVATIONS



EXPANSION OF THE PERFORMANCE SPACE

by 30% (up to 250 seats), allowing more of the community to gather to experience world-class performances.

ENHANCED THEATER TECHNOLOGIES adding backstage wing space, fly space above and a trap door below the expanded stage, making greater theatrical effects possible.

NEW CLIMATE CONTROL SYSTEM throughout the lobbies, performance spaces, and classrooms, creating a fresh and comfortable atmosphere throughout the year.

21ST CENTURY SAFETY UPGRADES including new fire protection systems and the restoration of two of the original emergency exits.

NEW DRESSING ROOMS AND RESTROOMS that comply with Actors' Equity requirements.

SOUNDPROOF WALLS dividing the lobby and performances spaces which will make it possible for multiple and simultaneous activities to take place in the Sedgwick.

MUSEUM-GRADE INTERIOR LIGHTING illuminating the Art Deco interiors in Mt. Airy's historic theater.

RESTORATION OF THE ORIGINAL MARQUEE and façade marking the Sedgwick as a cultural destination.

A CONTINUED EMPHASIS ON CLASSICAL THEATRE HAS THE SINGULAR CAPACITY TO INSPIRE & TRANSFORM



As you have seen in reviews and awards over the years, Quintessence Theatre Group is recognized as a pre-eminent classical theatre throughout the region.

Within the framework of classical theatre, QTG re-envisions the classics for contemporary audiences.

Quintessence believes that, as part of our heritage, classic stories should remain a vibrant, present part of contemporary American culture, so that we better understand our past and its relevance to our future. It recognizes that classic works - timeless stories with heightened language and moral power - exist in most cultures. Quintessence continues to expand its work to be more inclusive of and relevant to all of the community.

You have seen and appreciated the focus on venerable works of theatre and literature expand to include previously undiscovered classics, especially those by women, LGBTQ+ and BIPOC writers, and through the commission of contemporary playwrights to write new American translations of foreign language classics.

Quintessence presents epic classic theatre in repertory, drawing artists who seek to refine their craft and join the ensemble. It was granted "Small Professional Theatre" status by Actors' Equity in 2018. As an Equity theatre, Quintessence believes in the need for professional union artists, commits to paying a living wage and to providing health and pension benefits to its artists and staff.

The success of Quintessence Theatre over the past 14 years has demonstrated the depth of interest that contemporary audiences have for excellent classic theatre. A restored and renovated Sedgwick Theater will be a setting worthy of the many epic productions that the future will bring.

A REVITALIZED SEDGWICK THEATER: A HOME FOR QUINTESSENCE THEATRE & A BEACON FOR THE MT. AIRY COMMUNITY

With a strong reputation for quality and creativity, Quintessence draws visitors from across the region. A state-of-the-art performance space will benefit the Quintessence and also provide a venue for other cultural events.

The doubled capacity of the facility will bring as many as 500 visitors to Mt. Airy daily to enjoy cultural events of all kinds and to shop and dine.

Year-round arts education programming for adults and children will provide employment for performing artists, technicians, production staff, and teaching artists, and thereby boosting the neighborhood economy.

The activities of other performing arts groups, community gatherings, job fairs, private and corporate events will strengthen local businesses.

All this enhanced creative and commercial activity will improve property values both on the Avenue and throughout the neighborhood, returning wealth to the communities of Northwest Philadelphia.



THE CAMPAIGN FOR QUINTESSENCE AT THE SEDGWICK

ACQUISITION OF THE FRONT OF THE SEDGWICK THEATER | \$2.3 MILLION

RENOVATION, PHASE 1 (FRONT) | SUMMER 2024 | \$4 MILLION

Mechanical, Electrical, inc. HVAC, Fire Alarm

New Marquee

Entry, Lobby, Front Foyer

North Side Alley

RENOVATION, PHASE 2 (FRONT) | SUMMER 2025 | \$4.75 MILLION

16-foot extension

Performance Space

Restrooms, Production Spaces

ACQUISITION OF THE REAR OF THE SEDGWICK THEATER | \$1.25 MILLION

OPERATING RESERVE | \$1 MILLION

THE QUINTESSENCE ENDOWMENT | \$1 MILLION

CAMPAIGN EXPENSES (5-YEAR CAMPAIGN) | \$ 880,000

TOTAL | \$15.1 MILLION

SOURCES

Pennsylvania Redevelopment Assistance Capital Program (to date) | **\$1.75 MILLION**

Private Individuals and Foundations | **\$3 MILLION**

To be Raised | **\$10.35 MILLION**

Total | **\$15.1 MILLION**

AS OF OCT 1, 2023

Quintessence Theatre Group, Inc. is a 501c3 non-profit corporation and a registered charity in the Commonwealth of Pennsylvania.





**THE COMMONWEALTH
OF PENNSYLVANIA**

**HAS INDICATED ITS INTEREST IN &
SUPPORT OF THIS PROJECT
BY MAKING UP TO**

**\$5 MILLION
IN MATCHING GRANTS
AVAILABLE TO
QUINTESSENCE
THEATRE GROUP.**

**YOUR GIFT MAY NOW
BE MATCHED,
DOUBLING YOUR IMPACT
& BRINGING
THE RENOVATIONS
AT THE SEDGWICK
CLOSER TO REALITY.**



**YOU WILL HAVE
TRANSFORMED
OUR CULTURAL
LANDSCAPE
FOR GENERATIONS
TO COME.**



(LEFT)
QUINTESSENCE TEACHING ARTISTS WITH
SPRINGSIDE CHESTNUT HILL ACADEMY AS PART OF
THE SHAKESPEARE IN AMERICAN COMMUNITIES PROGRAM
FUNDED BY **THE NEA & ARTS MIDWEST**

QUINTESSENCE THEATRE



ALEXANDER BURNS | FOUNDER & PRODUCING ARTISTIC DIRECTOR
GRACE GRILLET | EXECUTIVE DIRECTOR
VICTORIA SICKS | DIRECTOR OF DEVELOPMENT

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CAITLIN ORT, MARIELLE ISSA, PAOLA MORALES & CARA DIPIETRO AS MEG, JO, BETH & AMY MARCH | SEASON XII, LITTLE WOMEN