

November 12, 2015

Testimony of Lara Lavi, managing partner for Dreaming In Color Entertainment, LLC

Good morning Councilmembers Reagan Dunn, Dave Upthegrove, Rod Dembowski, Kathy Lambert, Council Chair Larry Phillips, Pete von Reichbauer, Larry Gossett, Council Vice Chair Jane Hague, and Council Vice Chair Joe McDermott.

My name is Lara Lavi and I am the managing partner for Dreaming in Color Entertainment, LLC and an applicant for grant money for help to acquire the Columbia City Theater from its current owner Pete Sikov. Mr. Sikov asks me to purchase the theater from him because he knows the theater needs a great deal of renovations, new business systems and a fresh approach to not only save the theater but re-program it. He personally chose me to carry and lift the torch and I have been for the last month starting this process first as General Manager of the theater until we receive a new liquor license and can complete the acquisition. In doing so we came up with a terrific plan to bring more jobs to Columbia City and more ancillary income to the area by creating a massive increase in theater attendees over the next 5 years and beyond.

We plan on not only beefing up the program but also

1. Changing the liquor license to accommodate a more family friendly restaurant bar in the front, assure all ages shows and programming including a robust youth education program in production live show development and entertainment business and marketing.
2. Developing television and streaming media music and entertainment programming and production to populate Dreaming In Color's destination online television station we are building – DICE TV – this means more jobs badly needed in Seattle in the production and entertainment sectors.
3. Fully renovating the front bar, kitchen, restaurant and small stage to assure a second venue in the building – more opportunities for performers, more jobs and more activity tied to the theater which is good for the region

We applied for the 4 Culture grant and the first thing I realized reviewing the application is that it was set up for renovations not really acquisition. Apparently I did not make it clear enough in the application how much skin in the game I was putting into not only the acquisition of the theater but also its much-needed renovations. In fact my company (I am the sole owner and managing partner) is responsible for the purchase price of \$2.5 million and the renovations and business loan for ramp up money for the first year of the new acquisition totaling \$1million (which is about the assessed tax value of the two historic buildings that bundled make up the Columbia City Theater.) I will debt finance the costs with the exception of a potential strategy for tax purposes of the current owner personally gifting \$250,000. So I am responsible for \$3.5 million in acquisition and renovation costs. That's a fair amount of skin to put to save a building built in 1917 in the historic District Of Columbia City.

The 4 Culture review team did not realize that Dreaming In Color will either spend out right or be responsible for paying back a debt service of \$1 million in early stage acquisition costs, renovation costs and buffer money while we ramp up the business.

Moreover the restaurants are doing well in Columbia City's historic district but not the theaters and clubs. The Ark Lodge reports it is really struggling as does the Royal Room. Both can barely

keep their doors open and it remains to be seen if they can. We need help from the City and the County as what we bring is central to creating a vibrant sustainable Columbia City Historic District. Their businesses that make up the Columbia City Theater's business for live performances are the centerpiece of the arts and culture offerings in in this area of the County. This is jobs, culture, and for the Columbia City Theater, youth education, innovative streaming media television production which ALL brings more jobs and more opportunity to the County. This is the core of arts and culture matched with a precious historic theater that deserves saving. It is a REAL gem. We are the reason you all decided to create this grant opportunity in the first place.

I ask you to reconsider and support the Columbia City Theater and my 4 Culture application or find another mechanism within King County to step up and help me and the staff save the Columbia City Theater. It has been operating at a deficit for years with countless management turnovers. Dreaming In Color brings a real chance with vision for us all to do the right thing to save, renovate and expand the programming of the Columbia City Theater but we need the support of King County Council.

Just Tuesday November 10, 2015, we had 200 children from all ethnicities from various schools and boys and girls clubs, the Grammy winning SongCatchers – a merger of native American singing and drumming with other types of music that I am the co-leader of and the Columbia City Theater and a company based in NYC that provides renewable solar powered inflatable lanterns called SolarPuffs which are the official light of the United Nations – all creating a mini documentary and music video to support awareness on climate change for a piece going to the United Nations Climate Change summit in Paris at the end of this month. No one before us has been thinking really about all the terrific ways the theater can be revived and come alive and sustain. We cannot do this without some help – this 4-culture grant is exactly on point for your mission with the grant money and ours for the theater. Please reconsider. We definitely have our own "skin" in this even if it wasn't clear in the grant application.

Thank you



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THE COLUMBIA CITY THEATER - LANDMARK PROPERTY - CURRENT CONDITION

Our use of funds will ONLY be for the real estate transaction/acquisition costs.

NOTE: We are ONLY applying for grant money for acquisition of the Columbia City Theater and the adjoined building that is part of the Theater. Our overall project includes a revitalization and rehabilitation project plan so we are sharing renovation and repair plans as well as new programming plans so that 4 Culture and King County are assured that we have a visionary comprehensive plan in addition to and beyond the acquisition of the building. First things first, we need to acquire the building. Then we need to enact our vision to revitalize the building and its business.

The Columbia City Theater is a landmark property located in the heart of the Historic District of Columbia City in Seattle, WA. The property is actually two fully adjoined buildings and must be acquired together. ("the Theater")

Currently the physical building is in need of major repairs and renovations in particular in the front building that currently operates as a bar and smaller venue. The business housed in these buildings is distressed and is operating at a significant loss. If someone does not step in to revitalize the theater it will further deteriorate.

Theater History

The Columbia City Theater was built in 1917 and is the oldest vaudeville theater in the state of Washington. Having played a major role in the Seattle Jazz boom in the 40's, the Theater played host to the likes of Duke Ellington, Ella Fitzgerald, and Fats Waller. During the 50's the Theater served as a neighborhood movie theater, where neighborhood residents have recalled attending Saturday morning movies for kids such as Flash Gordon and the Our Gang series. During the 60's, the Theater began hosting live events once more and is rumored to be one of the first venues to host the legendary Jimi Hendrix. During the early 80's, the Theater was a home for much of the DIY punk movement and the touring networks that were created to support it. Now the Theater functions as a multi genre performance venue and recording studio with the adjacent building serving as a community bar and smaller intimate live performance venue.

The venue has the potential to be more family friendly

Physically the theater is in need of major work to preserve its structure and historic integrity and to improve its business. We are prepared to undergo this work and save the theater from further deterioration and revitalize its business.

The Theater consists of two adjoining buildings – the front being a bar and intimate venue with a semi- functioning kitchen which is currently not up to health code standards and the back building being the actual Theater and integrated recording studio, offices, green room and storage. The Theater has gone through various ownership and management structures over the last 20 years and “re-opened” again to its current business in 2010. Despite its economic challenges the Theater is considered regionally and nationally as “one of the finest sounding rooms in the country” according to many including Spin Magazine.

Current Physical Condition of the Theater

Currently the physical building needs a great deal of repair and renovation. Repairs include fixing the roof leaks, replacing the sump pump and addressing plumbing leaks and drainage issues under the front building that house the bar and smaller venue, replacing vandalized - "keyed" windows facing S. Rainer, deep cleaning and removal of significant debris.

Renovations are essential to revitalize the operations and stabilize the building's business to a sustainable level. Renovations include complete remodel of the front building including replacing the floors, re configuring the bar area to create more seating and build a stable small front room stage, moving the bathrooms and kitchen creating more seating, making the building ADA compliant, new cabinetry, for the front facade install an awning compliant with historic requirements, also for the front facade install a marquee compliant with historic requirements, repair fixtures, clean and paint throughout, in the theater - refinish wood floors, install a wood floor in front of the stage, in the recording studio remove moldy carpets and refinish floors and paint throughout.

Long-Range Goals for Preservation and Use of the Property

Our goal is for the building's maintenance, once renovations and repairs are completed, to be self sustaining with on going preservation costs paid for by the revitalization of the business housed in the building. The building is regularly used by the public and as such will require ongoing maintenance and upkeep. Since it is an older building, there will always be repairs and upgrades required over time we must budget for.

Regarding the planned use of the property, we plan to maintain the existing uses and add several other uses.

Programming Plan for Future and existing Programming

There are four primary areas planned for programming the Columbia City Theater. These programs bring jobs to Columbia City and ancillary income throughout King County. Our plans preserve 15 existing positions both for employees and contracted workers at the Theater and provide for 5 -10 new jobs plus dozens of contract positions with editors, producers, marketers, camera operators, accounting, legal, catering, lighting, set design and talent.

NOTE: Two programs are existing and two are new.

1. LIVE PERFORMANCE (Existing)

- a. Live Performance in the Main Theater: 4 nights a week, includes live music, comedy, burlesque
- b. Open mic night and karaoke each one night a week in the Bourbon Bar small venue
- c. Event rental for special occasions plus catering (i.e. weddings)
- d. We will enhance the current programming bringing in additional shows by increasing the awareness of the venue to national book agents, sponsors and artists while still supporting regional developing artists and performers.

2. RECORDING STUDIO (Existing)

A full-scale recording studio is wired into the performance room and functions as a separate business. The seller owns the recording studio and the majority of the equipment and this equipment comes with the building sale to us. We will integrate the studio and related services

to generate revenue and also utilize the recording studio to produce the audio our plan to create streaming media television shows within the music and live performance sector. We will also use the studio as part of our youth education programs.

3. YOUTH MUSIC EDUCATION PROGRAMS (New)

Our company has developed several youth music and culture education programs. The first is our award winning Catching Songs WorkShop program integrating the music and culture of one of our groups the Grammy winning SongCatchers see <http://www.veryjuicyent.com/#!about1/c1sj7> This Program brings in music and cultural education and awareness embracing intertribal Native American singing and drumming with rock, soul, jazz, hip hop and spoken word. Students come from the schools, Indian Reservations and community centers. This program allows African American children and other youth of color to experience a cross culture conversation between Native Americans and the rest of us. This program was founded over 20 years ago with a National Endowment of the Arts Grant and continues to serve tribal and inner city communities in the region through independent grant money. The SongCatchers Arts Group is a non profit organization under the Allied Arts Foundation of Seattle. Karen Kane is our contact at AAF.

Our second program is our Next Step Program working in partnership with Seattle's School of Rock Franchise. See <http://www.veryjuicyent.com/#!about1/cwuj> The Next Step Program offers advanced students the chance to improve on their skills as musicians and music industry entrepreneurs while also learning music and video production and key elements of the music business. This Program was founded by Maurice Jones Jr. who continues to direct the program. Maurice started this program in the 1990s as the director of the Central Area Youth Association (CAYA) multi media and performing arts program that worked primarily with at risk youth of color in Central Seattle.

4. MINC TV-STREAMING MUSIC TELEVISION

DICE is building DICE TV – the centerpiece is MINC TV – Music Is Not Code Television.

We are producing 2 shows at the Columbia City Theater

- Both Shows will be shot concurrently and function as Brother/Sister Shows
- Both shows will be for both streaming TV and network pick up paid for by appropriate corporate sponsors.
- Within each show, different components could be highlighted depending on the music genre
- Think – Live From Abbey Road, meets Daryl's House, meets Carson Daily, meets the original Yahoo Launch, meets MTV unplugged, meets Wayne's World, meets Cross Roads, meets Palladia's The Ride, meets Later with Jools Holland
- And the Emerald City Live @ The Columbia City Theater is definitely inspired by AUSTIN CITY LIMITS

We have already started shooting the pilot for Emerald City Live @ The Columbia City Theater.

NOTE: Live Performances in the Theater will include music (a traditional use of the Theater), burlesque (a traditional use of the Theater), poetry readings, youth performances, live theater/dramatic readings and comedy (a traditional use of the Theater). All performances will be captured for DICE TV streaming media. We will offer genre specific subscriptions to patrons including for example a Singer Songwriter Series, a Comedy Series, a World Music Series, a Alt

Rock Series, a Theater series, all to increase attendance and focus patrons on the areas that interest them and assure repeat attendance through each season.

How Our Acquisition & Revitalization of the Columbia City Theater will benefit the larger community.

There are five key ways acquisition and revitalization of the Columbia City Theater brings benefit to both Columbia City and King County.

1. ACQUISITION REVERSES THE PHYSICAL DETERIORATION AND REVITALIZES THIS HISTORIC GEM: Acquisition of the building and proper stewardship compliant with all historic building requirements stops the current deterioration and assures the building will be preserved and functioning for many years to come. Acquisition also assures the necessary resources are put in to renovate the building to assure disabled people access (currently the building is not ADA compliant). Historic Compliant installation of a marquee assures that people looking from the street will know who is performing at the Theater. A compliant awning is consistent with the historic awning and will be more friendly to patrons during the rainy season. A renovation of the front bar/small venue building will provide an inviting family friendly bar and eatery for both the community and tourists given Columbia City is a historic district on the rise and a destination for people from all around Seattle and South King County.

2. JOBS: Revitalization creates new Jobs in production and the service industry – over the next 24 months we are planning for approximately 20 new employee jobs and 50 contracting jobs in production and post production, construction and design with the added planned programming and enhancement of existing programming. Revitalization of the Theater also creates more contract positions in professional areas including accounting and book keeping, grant writing, legal, and management.

3. INCREASED CONSUMERS TO THE AREA CREATES ANCILLARY ECONOMIC BENEFIT: Increased foot traffic in the areas – with higher attendance for concert goers to the Theater, it is estimated that foot traffic from Theater patrons and special events clients will increase over a 24 month period from on average 50 people per show to 250 people per show with an expected 3-4 shows per week thus increasing foot traffic from on average 9200 patrons per year to over 46,000 per year. These people will shop, eat and drink at the other venues, stores and restaurants in Columbia City when they come to see a show at the Theater. The demographics will be diverse based on the type of shows and the crowd these shows draw from. By upgraded the bar/small venue and putting a proper kitchen in we have a chance to upgrade the liquor license area since we can then include serving food. By doing this, the Theater will enjoy family friendly access, all age shows and increased activity overall.

4. LOCAL & NATIONAL BUSINESS SPONSORS FOR INCREASED ONLINE SEARCH AND DISCOVERY: We plan to secure a robust group of local business sponsors, Tribal Resources and sponsors for our youth programs and grants as well as national sponsors to help underwrite the costs of marketing and promotion as well as operating costs for the Theater. This in turn creates more awareness for the Columbia City Area and King County businesses, and regional arts and culture in general. This will also create more indirect economic benefit. DICE will utilize its national contacts in Branded Entertainment and resultant sponsorships to create both regional and community support for the Theater. Recently we were approached by the Arc Lodge Theater in Columbia City to work together to create a small Columbia City Film Festival. We are

very open to these types of programming and pursuing sponsors to make programming like this happen.

5. YOUTH PROGRAMS – INCREASED ACTIVITY AT THE THEATER: Working closely with such organizations as the Allied Arts Foundation who sponsor DICE's Catching Songs Workshop Programs and School of Rock who have an existing music education program and wish to extend that program to advanced classes in the Theater, DICE will be bringing in a new group of people to the theater and the region. This creates an additional collective of consumers for the region separate from ticket based theater patrons. Moreover these youth programs will attract youth of color and their parents and guardians including African Americans, various immigrant populations and Native American Youth who typically would not know about the Theater or be interested in Columbia City if they live outside the neighborhood. It is expected that approximately an additional 5,000 youth and related minority group consumers will come to the Theater and Columbia City to participate on some level in the youth programming DICE has planned for the Theater over the first 18 months of new operations and program launch.

**There are 6 people key to the Acquisition and Revitalization of the Columbia City Theater
Please see supplemental materials for more detail on each key person**

1. Lara Lavi, Managing Partner Dreaming In Color Entertainment (DICE)

Lara Lavi is the managing partner for DICE. see temporary site - <http://www.dreamingincolorent.com>

Lara is media/entertainment law attorney, an entrepreneur, an entertainment company executive, a business development specialist, a film and TV producer & writer, and a professional multi Grammy winning singer-songwriter.

Lara founded Dreaming In Color Entertainment, LLC (DICE) with a mission to produce multi media entertainment properties she owns and controls in film for television, destination online television, music, and children's genres. DICE is building its own streaming TV platform (DICE TV) in partnership with technology partner www.katapy.com. As an independent streaming media network, DICE TV focuses on Music Is Not Code TV (MINC TV). Lara has extensive experience related to the development and management of theatrical and music venues, all aspects of entertainment law and especially an expert in turning around distressed businesses and making them profitable while promoting benefit to the community the business lives in.

Lara is also Senior Of Counsel with the Foundry Law Group based in Seattle. www.foundrylawgroup.com

2. Ron Wright, Architect - Strong expertise in revitalization of historic buildings

Ron Wright & Associates/Architects, P.S. was established in 1994. The firm has focused on a combination of private and public work, including commercial structures and renovations, historic preservation, mixed-use developments, housing for special needs populations, and projects for institutions and non-profit organizations. After nearly twenty years and over 600 successfully completed projects, Ron has established a strong reputation for consistently providing appropriate and unique solutions for difficult non-standard projects. His projects include Washington Hall working for the Historic Society. He was referred to DICE by Eugenia Wu <http://www.rwaa.com/>

3. Maurice Jones, Jr. - Chief Production Officer - producer, engineer, youth educator, program developer

Maurice's studio installations and design highlights include Studio Design, Install and Acoustic Tuning in Mandeville, Jamaica for Grammy winning producer Gordon Williams, Big World Beats Studio in Seattle, The Red Room Studio in Lake Forest Park, and The Liberty Studio in Toronto, Ontario. For the Liberty Studio: designed from bare warehouse space a 6000 square foot multi purpose audio/video production facility with a budget of \$1.6 million USD. Handled all phases of design and AV installation, developed construction schedules and managed all contractors and subcontractors, negotiated all tradesman deals with contractors, resolved investor and client issues on a daily basis, managed system installations and all change orders. Assured full contract compliance. All projects came in either on budget or under budget and on time within required client schedules. Personally tuned all AV production rooms and worked in the studios post construction to assure they were operating optimally. Developed the curriculum and taught award winning curriculums for at risk minority youth in music, multi media and performing arts for non-profit – Central Area Youth Association, Seattle, WA launching many music and music business careers for African American and other minority youth throughout the years. Maurice continues to work in youth music and culture education in the community through his Next Step program and curriculum. <http://www.veryjuicyent.com/#!about1/cwuij>

4. Val Wolfe - Agency of Record for The Theater and DICE TV Shows

<http://www.apa-agency.com/concerts/FindAgent.aspx>

Val Wolfe has over 20 years experience booking musical talent both nationally and world wide. Val has extensive experience booking virtually every genre of music there is. In addition Val's agency - APA has a film and television division that represents DICE's proprietary streaming media and television properties to assist with monetizing those properties with sponsors and potential network pick up. Val will assist the Theater's in-house booking staff to assure we increase paid attendance with high quality programming.

5. Bob Sabouni - Consulting Branded Entertainment Advisor with Bullitt Brand

<http://bullittbranded.com/#contact>

Bob is a senior person in branded entertainment and sponsorship. He has over 15 years experience as the EVP of Marvel Studio's custom department working with top tier brands including Delta Airlines, Harley Davidson, Subway, SKYPE, Gillette, General Mills and Nestles. Now Bob is in charge of branded entertainment in partnership with the Russo Brothers (Directors of the Captain America Movies and many others) as part of the agency Bullitt Brand. Bob will bring corporate sponsors to DICE TV and the theater to supplement DICE's regional outreach to the usual suspects including Starbucks, Jones Soda and others.

6. Joy Shefter - Food and Beverage Consultant

<https://www.linkedin.com/in/joyshefter>

Joy holds an MBA with an expertise in finance and marketing. As a working chef and food stylist, Joy has extensive knowledge of recipes and food management. These skills include menu analysis and menu engineering, project management from inception to implementation, new product development and enhancements, purchasing program development and related staff training, marketing and competitive analysis with business solutions, strategic and contingency planning. Joy has significant restaurant and bar experience from concept to build out to opening, to sourcing, to training, purchase planning and process review.

As we have noted - This Grant Application is only for matching funds to acquire the Columbia City Theater building. We have a very unique relationship with the current building owner who wishes ONLY to sell the building to Dreaming In Color Entertainment and more specifically to Lara Lavi and Maurice Jones Jr.

As per the enclosed purchase agreement - the seller has agreed to highly flexible terms for purchase including:

1. Commitment to personally gifting \$250,000 of the Purchase Price back to the buyer (DICE) to provide the matching requested \$250,000 Landmark grant money
2. Deferring all payment towards the private sale mortgage for 24 months from date of execution of the purchase agreement.
3. Interest only payments required for the ten years after the first 24 months with a balloon payment essentially at the end of 12 years from date of execution of the purchase agreement.
4. There will not be a reversion provision back to the seller in the commercial sale agreement.

Outside of the purchase agreement, Seller has agreed to co-sign on the construction loan for the approximately \$400,000 worth of repairs and renovations identified in this application which we believe are required to revitalize the Theater.

Additional sources of capital to cover the purchase price and renovations:

1. Taking advantage of the state and federal Jobs Act crowd funding legislation to raise \$1million dollars for 10% equity in the business giving each new micro investor season tickets to all theater programming, a brick in the new walk way with their name and other perks
2. Traditional financing through a construction and or mortgage lender as DICE and its managing partner both qualify for financing
3. Sponsorship money related to planned programming to augment operation costs thereby making more revenue available for debt servicing and renovations
4. Ongoing grant applications for equipment, ADA compliance and other elements needed to improve the Theater.

LIST OF SUPPORT MATERIALS:

Cover Letter - from Lara Lavi
Grant Priority Form
Grant Budget Form
Contractor Budget
Contractor Background
Architect – Scope of Work
Architect – Firm Profile
Architect – Project Profile
Architect – Letter of Intent for this Project/Acquisition
Columbia City Business Association – Letter of Support
Karen Kane of Allied Arts Foundation – Letter of Support
Debra Bouchegnies – Columbia City Production Community Member – Letter of Support
Mark Jones – Columbia City Theater Staff – Letter of Support
Power point of Theater Images (too big to upload)
Commercial Purchase Agreement between Dreaming In Color and Peter and Helen Sikov

TIMING

September to December 2015

Complete Landmark Grant Process and present matching acquisition money
Apply for traditional financing through identified capital sources
Set up state and federal crowd funding mechanisms through existing networks

January to March 2016

Provide matching funds for Landmark process
Commence and complete Facility deep cleaning
Commence design work for renovations
Commence roof and water leakage repairs

April-June 2016

Commence and complete front building renovations

July-August 2016

Commence and complete Theater building repairs

September 2016

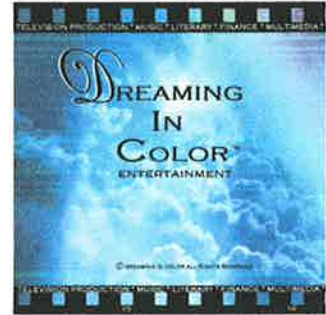
Relaunch Front Building and Theater with completed repairs and renovations

KEY POINTS FOR THE GRANT APPLICATION

- A. The purpose of this grant application is primarily to request matching money at the maximum amount of \$250,000 to purchase the building from the current owner in a private sale. We note that the building is in great need of rehabilitation and revitalization on many levels. The more money that can be applied towards acquisition from grant sources, the more money separately unrelated to this grant request from other sources will be available to accelerate our phased plan for remodel, new programs and improved equipment.
- B. The Columbia City Theater is a “highly visible brick and mortar” project that already provides measurable impact in the community as a corner stone of Columbia City and with revitalization will provide more permanent and contract jobs, more opportunities for artists both regional and touring nationally, more opportunities for youth in arts education and more ancillary economic benefit for the local businesses due to increased foot traffic from more theater, recording studio, streaming media and youth programming activity.
- C. Our planning is well advanced. We have secured the necessary professionals to contract for the revitalization and we have done the business planning and development for enhancing the business and turning it from distressed to profitable. We are ready to acquire the building from the current owner and for revitalization plans we are “shovel ready.”
- D. Lara Lavi has attended a Saving Landmarks workshop prior to this application led by Flo Lentz.
- E. We will be able to spend funds for the acquisition within 36 months of the Award Date
- F. The Columbia City Theater is an eligible property - The Theater is located directly in the middle of the main Columbia City historic business district. The Columbia City business district was added to the [National Register of Historic Places](#) in 1980 as the [Columbia City Historic District](#), bounded on the north by S. Alaska Street, on the south by S. Hudson Street, on the east by Rainier Avenue S., and on the west by 35th Avenue S. <http://www.nps.gov/nr/travel/seattle/s37.htm>
<http://www.seattle.gov/neighborhoods/historic-preservation/historic-districts/columbia-city>
- G. Lara Lavi through her company DICE is the buyer and included in this package is the signed purchase and sale agreement with the original owner.
- H. This project fits the criteria as an eligible project because:
 - a. The Theater is highly visible and accessible to the public and is currently an active member of King County’s cultural community as a working venue.
 - b. We are working with one of the top historic architects in King County – Ron Wright <http://www.rwaa.com/> and our plans are well thought out with schematic designs, historic photos and cost estimates on hand assuring we are going into this acquisition with a well thought out plan with top experts.
 - c. Our use of funds will be for the real estate transaction/acquisition costs
 - d. We have a long-range, sustainable vision for the stewardship and use of the theater.
 - e. Guided by Architect Ron Wright, we will follow good preservation principles as embodied in the Secretary of the Interior’s Standards for Rehabilitation

- f. The acquisition of the Theater and ongoing business development of the property will clearly benefit citizens of King County and will help stimulate the regional economy both in the neighborhood and in King County.
- g. The acquisition of the Theater will substantially aid in the stabilization, long-term preservation and continued use of the landmark within its existing use – without this acquisition, it is questionable how long the existing owner can sustain operating at a loss given the theater urgently needs revitalization, a better business plan, funding for marketing and rehabilitation.
- h. This Application serves a geographic area that is in need of the programming we will provide through expanded use of the theater's operations including servicing music and cultural programming needs for urban Native American youth and immigrant youth in south Seattle and South King County.
- i. This project and acquisition are feasible because:
 - i. The project team has identified the sources to acquire the building with some help from grant sources and the Washington State Jobs Act crowd funding for equity program.
 - ii. DICE has the management expertise to execute on its business plan
 - iii. Project improvements are reasonable
 - iv. All improvements will be done on a phased project plan and funds will be expended within the requisite 36 months.

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film television music
artist development
streaming media
technology

MEMO

TO: SAVING LANDMARKS 4 CULTURE/KING COUNTY Program Review Team
Attention Flo Lentz, 4 Culture/Preservation

FROM: Lara Lavi, Managing Partner Dreaming In Color Entertainment, LLC

RE: *Application for matching funds to acquire & revitalize the Columbia City Theater*

DATE: September 9, 2015

INTRODUCTION

My name is Lara Lavi. I am the Managing Partner for my company Dreaming In Color Entertainment ("DICE") based in the greater Seattle area in King County, Washington. I am a long time entertainment and corporate attorney, singer songwriter, producer, business development specialist and entrepreneur. I lead a team that specializes in turning around distressed businesses in the media and entertainment sector and making them sustainable, profitable and beneficial within the business' core community. On behalf of my company, I am applying for the Building for Culture - Saving Landmarks matching funds program to secure a matching \$250,000 to help my company to purchase and operate the two buildings fully adjoined and identified as the Bourbon Bar at 4916 Rainier Ave S, Seattle, WA 98118 and the Columbia City Theater at 3804 South Hudson Street, Seattle, WA 98118 in District 2 of King County. The pair of buildings is being sold together as they have been operating essentially as one building for decades and are actually directly connected as if they are one building. Council Man Larry Gossett serves District 2 for King County. We have reached out to Councilman Gossett to let him know of our application and desire to be a contributing member of the Columbia City business community as part of the Historic District through revitalization of this important pair of historic buildings referred to in this application collectively as the Columbia City Theater or Theater.

Included in our application are letters of support for the Theater from the Columbia City Business Association, the theater staff and the Columbia City community. We have secured historic preservation architect Ron Wright and his team as the architectural firm to work closely with us through a phased approach to revitalize the building. The current owner is only interested in selling the Theater and adjoining building to me through my company Dreaming In Color Entertainment, LLC and as such, is personally gifting the matching required \$250,000 as per the attached Commercial Building Sales Agreement in a unique deal that makes it fully possible for my company to make the improvements and build the business over the next 24 months prior to any further payments to the Seller.

Separate from this grand application, we will need about \$400,000 to make improvements and acquire some key equipment upgrades. We have several opportunities available to assure we have the necessary capital. One option is through the Washington State Jobs Act. We have engaged the help of the Washington State business community's business and legislative team that got the crowd funding for equity legislation of the Washington State Jobs Act passed and into implementation.

We are going into this with eyes wide open. We have a phased revitalization plan for the physical improvements. We have a business plan that incorporates existing uses and creates new synergistic uses. We believe our plan will employ more people in the region and create direct and ancillary economic benefit for not only Columbia City but also revenue and jobs for King County overall in production, marketing, promotion, education, musical and theatrical talent, community leadership and other skill areas.

MISSION

Our mission is to acquire the Columbia City Theater, rehabilitate and revitalize the outside front of the building consistent with its history, remodel and revitalize the front bar/restaurant building and turn it into a profitable facility. We will assure the entire facility has handicap access, is transformed into a clean theater and recording studio building. We will upgrade equipment for lighting, sound and streaming television production. We will integrate new synergistic business into the existing business to assure the theater can sustain as a historic landmark within its historic uses and new uses tied to streaming media and youth music education.

LIST OF SUPPLEMENTAL MATERIALS:

- Cover Letter - from Lara Lavi
- Architect – Scope of Work (11”/17” pull out)
- Architect – Firm Profile
- Architect – Project Profile
- Architect – Letter of Intent for this Project/Acquisition
- Commercial Purchase Agreement between Buyer - Dreaming In Color and Seller - Peter Sikov
- Columbia City Business Association – Letter of Support
- Karen Kane of Allied Arts Foundation – Letter of Support
- Debra Bouchegnies – Columbia City Production Community Member – Letter of Support
- Mark Jones – Columbia City Theater Staff – Letter of Support
- Bios and Resumes for Lara Lavi and Maurice Jones Jr.
- Contractor – Profile Letter
- DVD – 12 Theater Photos and PDF of Photos with Captions (too big to upload)

Many Thanks,



**Lara Lavi, Managing Partner
Dreaming In Color Entertainment, LLC**



September 1, 2015

Dear 4 Culture/King County:

My name is Mark Jones. I am writing this letter with the support and agreement of all the current staff at the Columbia City Theater.

I've been an employee of the Columbia City Theater since the re-opening in the summer of 2010. I've seen the theater at its best, operating at its highest potential and I've seen it at its worst, struggling to survive. Each year, we do a little bit better, but it still isn't enough. Having some real money invested into the business will put us in a position to thrive.

The wide variety of events the theater hosts attracts hundreds of people to this up-and-coming neighborhood each week. Many of our attendees grab a bite to eat or their first drink of the night at a neighboring business before they enter the theater. When these people come into our venue, they are almost always blown away. Spin Magazine said our venue has "the best sound in the city." I might be a little biased, but I have to agree with them. Our theater is also a piece of Seattle history. An artifact left behind from the days of vaudeville, which has been reinvented and reshaped numerous times over the last almost 100 years. Everyone from jazz legends, to the men and women who invented punk, to current emerging Seattle artists have graced our stage. The walls of this building hold the memories of thousands upon thousands of shows, with each brick reverberating those sounds almost every night.

That being said, the place needs some help. Any building closing in on a century old would. I will fully support anyone who comes into CCT with a vision for our success, who is willing to put in real time and effort to revitalize our business. I've worked under two ownerships in my 5 years with the company. The first tucked tail and ran at the first sight of actual work. The current ownership, while hopeful for our future, has stretched its budget as far as it can. New eyes, a fresh outlook and the financial support to accomplish a much needed update to various aspects of the theater are what is needed now.

Recently, Lara Lavi and her husband Maurice have stepped forward wanting to invest in our theater. They fully see the potential this business has, the potential that I have seen for many years. I am prepared to help them in whatever way I can to accomplish their goals, knowing they have a vision that can make the theater thrive, keeping it alive for another 100 years. The staff has been working with them to identify the wants and needs that will push the theater to the next level, be it new equipment or physical improvements to be made. They have been very open to all of our suggestions and have listened to our opinions with open ears. I believe in them and what they want to do with this business that, over the years, has become more of a home to me than a job.

I look forward to seeing what they can do. Please award Dreaming In Color Entertainment the grant money to help Lara and Maurice purchase the theater and start the revitalization plans.

Thank you

Mark Jones, Production Manager
Columbia City Theater
4916 Rainier Ave S
Seattle, WA 98118

rwaa



September 3, 2015

To whom it may concern,

The purpose of this letter is to identify our availability and interest to be the architect of record for the renovation / restoration of the Columbia City Theater.

Having worked on numerous complex renovation / preservation projects over the last twenty years, **Ron Wright & Associates / Architect, P.S.** has established an excellent reputation for navigating multi-faceted renovation projects successfully. The diversity of our resume equips us with the skills and experience needed for a project of this type with complicated design and programming challenges, multiple funding sources and spirited community involvement. Attached is our firm's project profile for your reference.

We believe that The Columbia City Theater is an important and contributing building to the City of Seattle and has potential to better serve the cultural mission of the community with strategic renovations and improvements. Specific areas of the building that have been identified for renovation are the exterior of the building and the "front of house" restaurant / bar, as well as refurbished / new finishes throughout the Theater. Please see attached drawings and photos which outline proposed scope of work.

Lara Lavi is very committed and excited about undertaking this venture. She is passionate about the preservation of the building and would be an excellent addition to the Columbia City community.

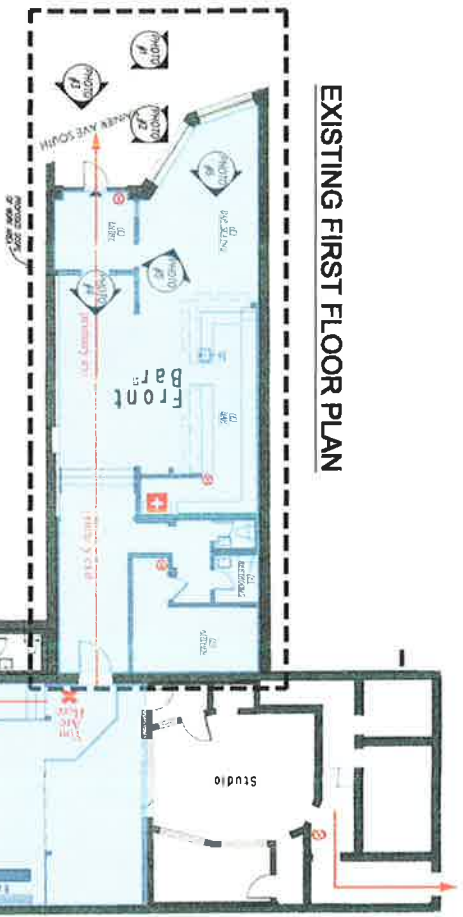
Please feel free to contact us with further questions.

Sincerely,

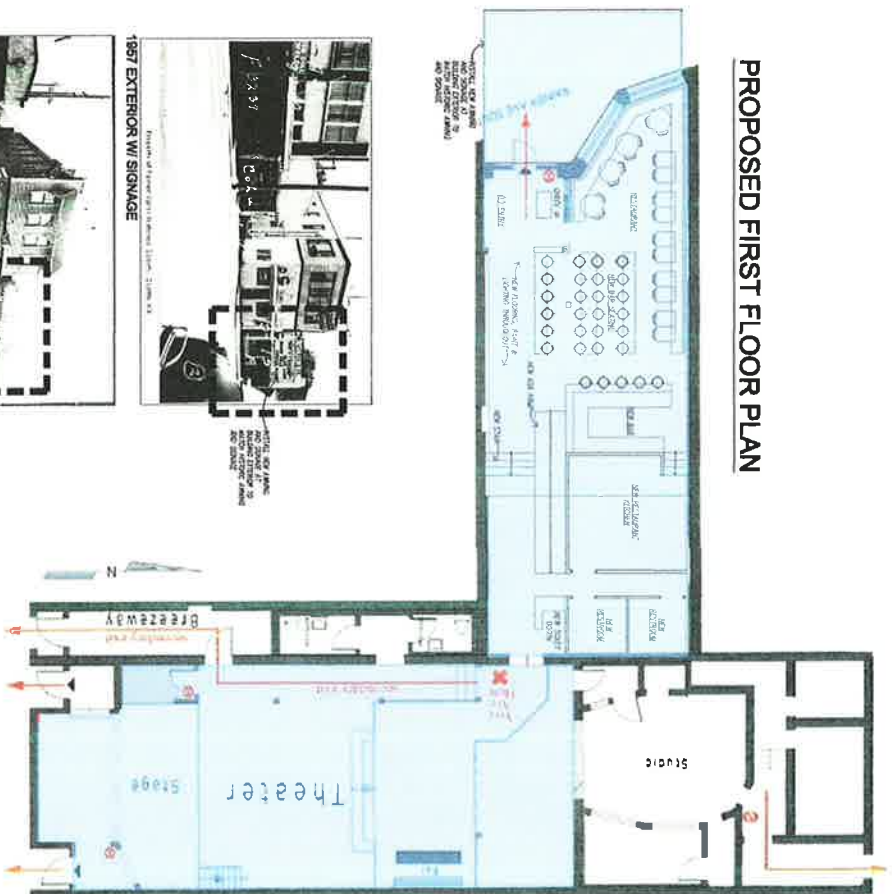
A handwritten signature in blue ink, appearing to read 'RW', with a stylized flourish extending to the right.

Ron Wright, AIA LEED™
Principal

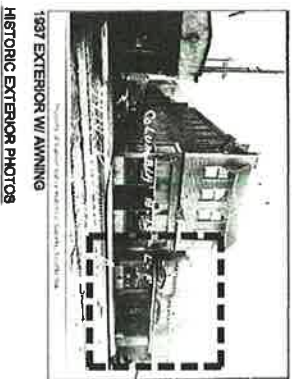
EXISTING FIRST FLOOR PLAN



PROPOSED FIRST FLOOR PLAN



EXISTING SITE PHOTOS



HISTORIC EXTERIOR PHOTOS

FWA2
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 ARCHITECTS
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PROPOSED SCOPE OF WORK
COLUMBIA CITY THEATER

