

Danna Kehm
PACE CEO

PACE & THE HOFF FAMILY ARTS & CULTURE CENTER



- Nearly 95,000 square feet
- Multiuse facility with a theater, gallery, classrooms, artist studios, teaching kitchen, bar, and more
- New home for PACE, American Midwest Ballet, Kitchen Council, Chanticleer Community Theater, and Kanesville Symphony Orchestra
- Performing, Culinary and Visual Arts
- Managed by PACE

PACE OVERVIEW

500+ Students | 15,000+ Patrons | 60,000+ Visitors | 35,000+ Online Engagements

- **HOFF FAMILY ARTS & CULTURE CENTER** | PACE oversees and manages the building, ticketing, calendars, and customer service. Partners housed "rent-free" only paying their portion of CAMs.
- **CHANTICLEER COMMUNITY THEATER** | Chanticleer, managed by PACE, has five theater productions with over 32 performances annually.
- **KANESVILLE SYMPHONY ORCHESTRA** | KSO, managed by PACE, hosts a three concerts annually.
- **HOFF FOURTH FRIDAYS** | PACE hosts 10 Friday night events bringing together the best of Hoff Center including Kitchen Council food pop-ups, live music, and classes. It is THE place to be in Council Bluffs!
- **EDUCATIONAL PROGRAMS** | PACE has over 200 classes and programs annually for youth, adults, and families. Examples of classes include pottery, painting, photography, and culinary arts.
- **GALLERY EXHIBITIONS** | PACE curates the nearly 8,500 square-foot gallery, which includes our Grant Wood murals, traveling exhibits, and local artists.
- **RESIDENT ARTIST STUDIOS** | PACE subsidizes five artist studios where they interact with the community, create and participate in art exhibitions, and teach classes.
- **COMMUNITY PROGRAMS** | PACE continues to host popular programs to activate community spaces, including the Music in the Park series, and assists with Celebrate CB, Railroad Days and Winterfest.



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PACE 2021PROGRAMMING

The Arts make our community a great place to live, work and play.

OVER 200 performances, exhibits, classes and events in 2021

*****2022 Projected to surpass 250*****

2021 Goal	2021 Actual
Adult Programming Classes: 12 annually	33
Children's Programming Classes: 42 annually	135
Children's Summer Camps: 2 annually	2
Culinary Programming: 4 annually	3
Gallery Exhibitions: 4 annually	4
Subsidized Artist Studios: 5 annually	5
Chanticleer Theater Productions: 4 annually	4
Children's Theater Production: 1 annually	1
Children's Theater Camp: 1 annually	2
Kanesville Symphony Orchestra Concerts: 3 annually	3
Music in the Park Concerts: 6 annually	5
Community Activities: 2 annually	3



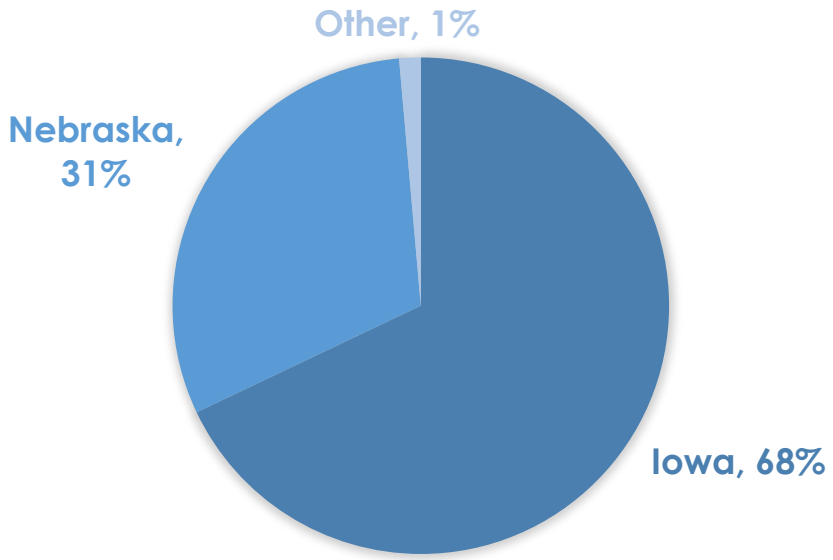
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PACE 2021 VISITORS

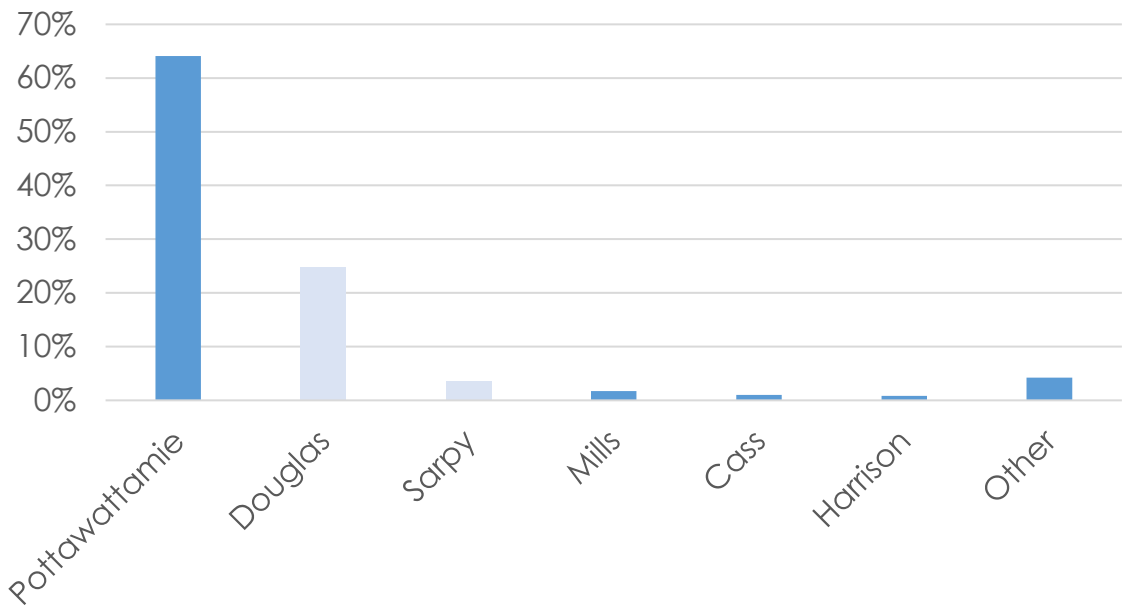
The Arts make our community a great place to visit.

OVER 20,000 visitors to the Hoff Family Arts & Culture Center in 2021
*****2022 projected to surpass 60,000 visitors*****
OVER 33,000 total impact with digital programming and public art

VISITORS BY STATE



VISITORS BY COUNTY



Other visitors include patrons from Colorado, Minnesota, Oregon, Missouri, California and others.

PACE 2021ECONOMIC IMPACT

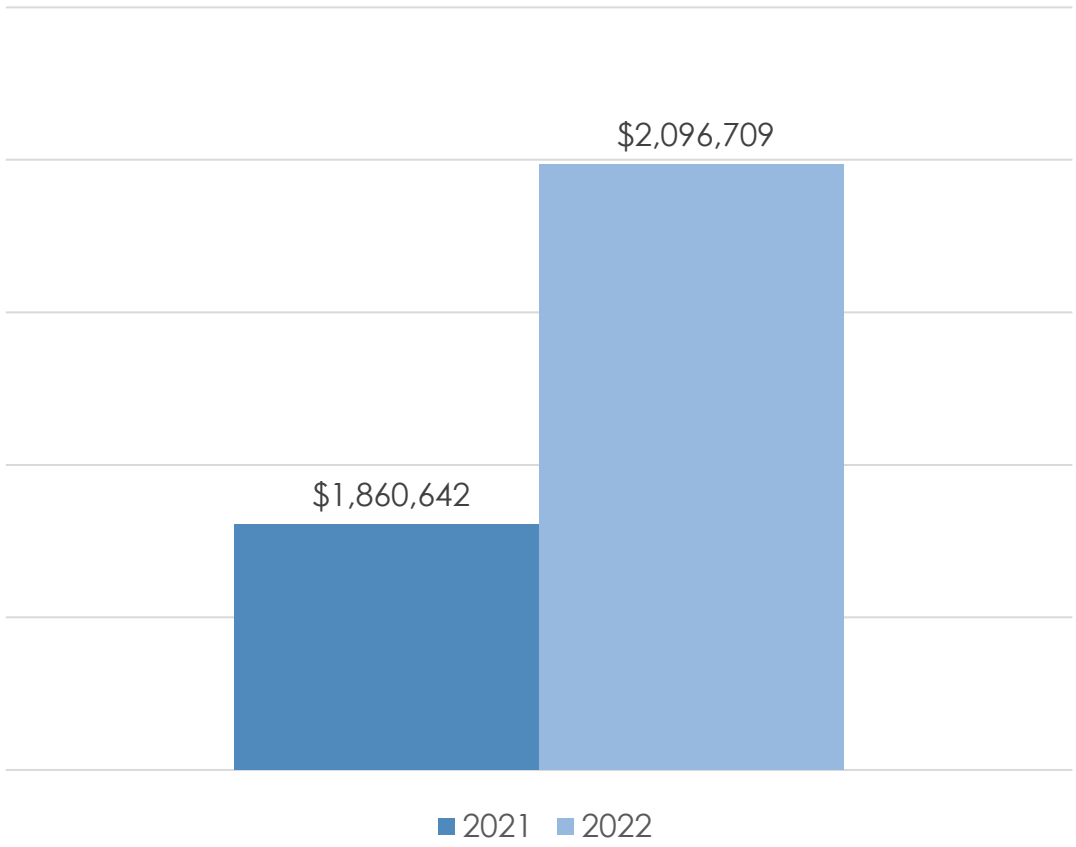
The Arts mean business and drive the economy.

In 2021 PACE + Audience Spending in CB was estimated at **$1,860,642**
*****2022 Projected Spending to Surpass $2M*****

$68,888 Local Government Revenue
$97,862 State Government Revenue
9 FTEs, 14 PTEs, 50+ Creative Contractors, 50+ Artists on Consignment

PACE is working with the State of Iowa and the Americans for the Arts to measure the economic and social impact of PACE in our region via in the *2022 Arts & Economic Prosperity 6* study. Expect results in Q2 2023.

Arts & Economic Prosperity 5 Calculator, Americans for the Arts




GALLERY
MILLER GRANT WOOD GALLERY















PACE ASK FOR SUPPORT

We truly believe that the PACE and the Hoff Center help to make our community a great place to live, work, and play.

- $50K/yr for 3 years going forward
- $50K that was previously promised in 2020

- PACE drives tourism with an estimated 60,000 visitors annually, with 32% of the visitors from out-of-state
- PACE supports the local economy with approx. $2M in spending annually from PACE and our audiences Provides approx. $69K in local and $97K state in governmental revenues
- PACE and the Hoff Center are a cornerstone and gathering space for the community
  - Over 200 classes and events annually
  - In addition, we host approx. 75 community and nonprofit meetings annually
- Important to demonstrate to donors financial support from the City
- Matches the support provided by the Pottawattamie County Board of Supervisors ($50k/yr for 3 years from gaming fund)
- PACE and South Main designated an *Iowa Great Place*. PACE and the Hoff Center are a source of pride for our community and not found anywhere else.

PACE OCTOBER CALENDAR

OCT 01-29
FRI 6-9PM >> Studio Artists Hours
FRI 6-9PM & SAT 12-4PM >> Art Gallery Hours
SAT 1-2:30PM >> Youth Ceramics
SAT 2:30-4PM >> Youth Painting
SAT 4-5PM >> Youth Makers Lab

OCT 07
FRI 6-7PM >> Haunted History Trivia Night
FRI 7-8PM >> Speaker Series: Terror Management Theory w/ Dr. Strawberry Olive

OCT 08
SAT 11AM-1PM >> Youth Culinary Class

OCT 14
FRI 5:30-8PM >> Art Exhibit Opening: Patty Talbert

OCT 15
SAT 11AM-1PM >> Teen Culinary Class

OCT 21
FRI 5:30-6:30PM >> Extreme Pumpkin Carving
FRI 7-8PM >> Speaker Series: Grant Wood w/ Dick Miller
FRI 8-8:45PM >> Drink & Draw

OCT 22
FRI 11AM-1PM >> Kids Make-up: Movie Magic & Monsters
FRI 5-6:30M >> Kids Costume Class: Make it at Home

OCT 28
FRI 4-10PM >> HOFF Fourth Friday
FRI 4:30-6PM >> Trick-or-Treat
FRI 5-9PM >> Pop-up Restaurant
FRI 5-6PM >> Chainsaw Pumpkin Carving
FRI 6-8PM >> LIVE! Music w/ Turning Gears
FRI 6:30-8:30PM >> Paint & Sip
FRI 7-9PM >> Mud & Merlot
FRI 7:30-9:30PM >> Costume Contest
FRI 8-9PM >> Gallery Flashlight Tours
FRI 8-9PM >> Local Writer Script Reading

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PACE & HOFF FAMILY ARTS & CULTURE CENTER

"I can't say enough good things about PACE. This is a tremendous asset to the community, in fact probably one of the most significant positive things to come along in some time. The variety of cultural offerings is exceptional and appeal to a wide demographic, all staff encountered have been very friendly and easy to relate to, and of course the facility is incredible. All who put their money into this …are really getting a great return on their investment."

– 2021 Community Impact Survey Response



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