THE PHILADELPHIA FILM SOCIETY PRESENTS

MOVING FILM FORWARD:
A Campaign for the Philadelphia Film Center
PHASE 2 - SPRING 2023
THE VISION

Dear Friend of the Philadelphia Film Society,

I invite you to join the Philadelphia Film Society (PFS) in the campaign to transform the Philadelphia Film Center (1412 Chestnut Street) into a premier, state-of-the-art home of film for Greater Philadelphia region. The Film Center, in the heart of Center City, is at the core of PFS’s mission to create opportunities for diverse communities to experience film through curated and educational initiatives that inspire, educate, challenge and entertain.

Originally built as a department store in 1880 and later reinvented as the majestic Karlton Theater in 1921, 1412 Chestnut has since undergone several renovations. Beginning in 2019, the Philadelphia Film Society undertook our first major capital fundraising effort to reinstate and breathe new life into the historic gem now known as the Philadelphia Film Center.

Phase 1 included installation of a brand new digital 4K projector for the Main Stage, conversion of the Black Box Theater into the multi-functional Albert M. Greenfield Education and Community Screening Room, the addition of a lobby bar, and an upgraded HVAC system for the main level. The completion of Phase 1 renovations enabled PFS to expand curated, educational, and community programming and establish the Film Center as a home for the film community in Philadelphia.

With the newly expanded programming and increased attendance, PFS is ready to embark on Phase 2 renovations to improve the accessibility and patron experience. Our commitment to the community is to make film attainable to everyone. Upon the completion of Phase 2, the renovated Film Center will deliver expanded accessibility, security, comfort, and usability for the diverse communities we serve.

100% of the first $500,000 in contributions to Phase 2 will be matched by the Commonwealth of Pennsylvania Redevelopment Assistance Capital Program (RACP).

As one of PFS’s most committed supporters, help us secure the future with a gift of your choosing to ensure film moves forward at the Philadelphia Film Center.

Thank you in advance for your support.

With gratitude,

J. Andrew Greenblatt
CEO and Executive Director
Philadelphia Film Society

A Message From CEO and Executive Director J. Andrew Greenblatt
THE RENOVATION

6,300 square foot renovation

6 points of sales in new concession area

3 new digital poster cases

4 new doors
BEGINNING IN NOVEMBER 2023
PHASE 2 RENOVATIONS INCLUDE:

» Brand new main entrance and street level facade welcoming our patrons.

» Accessibility improvements including updated ADA doors, a brand new ADA lift, and dedicated concession space.

» New exterior digital posters will provide the public with clearer communication of the Film Center’s programs and events.

» Relocation of a fully upgraded Box Office in separate space from the lobby allowing us to better serve our patrons.

» Improvements to the lobby bar area, providing a more comfortable and usable space for patrons to work, collaborate, gather, and discuss before and after screenings.

» Expanded concession area to accommodate the increasing number of patrons attending films and events at the Film Center.

» Better areas to accommodate student field trips and the expanding education and community programming.
THE PROGRAMMING

CURATED PROGRAMMING
With the Philadelphia Film Society’s curated programming, patrons get the Film Festival experience year-round at the Film Center, home to the largest traditional screen in Center City alongside the ability to present film on our 4K digital laser projector as well as on 35MM with Dolby 7.1 surround sound. Curated film series include: After Hours, showcasing cult classics; Film Essentials, presenting cinema’s greatest treasures as they were meant to be seen on the biggest screen; Throwback Quizzo, put your movie and pop culture knowledge to the test with this pairing of trivia and nostalgic films; Family Matinees, welcoming children and caregivers to experience kid-friendly classics both new and old; and more.

EDUCATION AND COMMUNITY PROGRAMMING
The Philadelphia Film Society believes that film is for everyone. Through our educational programming and community partnerships, we work to bring world renowned films, media education, and filmmaking opportunities to communities across Philadelphia. The Film Center is the home of educational and community series including: After School Programming; Community Screenings; Field Trips; and PFS Residencies.

THE PHILADELPHIA FILM FESTIVAL
For the past 31 years, each October, the Philadelphia Film Society hosts the Philadelphia Film Festival (PFF) which gathers more than 25,000 film lovers and scores of talented filmmakers for ten exceptional days of cinematic splendor. As a world-class film festival, PFF represents a major contribution to the cultural life of the city and region, attracting new audiences to PFS and the film community at large. As a world-class Film Festival, PFF is a major contribution to the cultural life of the city and region. It draws industry guests and panelists and fosters an interactive community of film professionals and supporters.
Make your gift extraordinary by selecting a naming opportunity in memory or in honor of an individual or organization.

To make a contribution, please contact Susan Smart at ssmart@filmadelphia.org

<table>
<thead>
<tr>
<th>NAMING AREA</th>
<th>VALUE</th>
</tr>
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<tbody>
<tr>
<td>The Building</td>
<td>$2,500,000</td>
</tr>
<tr>
<td>Main Auditorium</td>
<td>$1,250,000</td>
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<tr>
<td>Main Lobby</td>
<td>$250,000</td>
</tr>
<tr>
<td>Lobby Bar</td>
<td>$150,000 SOLD</td>
</tr>
<tr>
<td>Concession Stand</td>
<td>$100,000</td>
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<tr>
<td>Box Office</td>
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<td>Vestibule</td>
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<tr>
<td>Recognition Wall</td>
<td>$50,000</td>
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<tr>
<td>ADA Access</td>
<td>$25,000</td>
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<tr>
<td>Exterior Digital Posters (3)</td>
<td>$20,000 each</td>
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HISTORY OF THE 1412 CHESTNUT

In October 2018, the Philadelphia Film Society (PFS) began transitioning the Prince Theater from a multi-use performing arts facility into the premiere hub for film in Philadelphia. Beyond the shift in programming, PFS is planning multi-phased renovations to further its mission and better serve the community. For nearly 150 years, the building has housed a variety of retailers, requiring extensive renovation in order to exist exclusively as a film center.

1880...2018

The Philadelphia Film Society, a member-supported, non-profit arts organization, acquires the historic building at 1412 Chestnut Street and renames it the Prince Theater. The Philadelphia Film Society’s mission is to advance film as art and bring the best in world cinema to Philadelphia. A wide variety of world-class filmmakers, actors, and directors are invited to present their films and share their craft with the Philadelphia audience.

In 2019, the Philadelphia Film Society re-dedicates 1412 Chestnut Street to film and inaugurates the Philadelphia Film Center. A huge screen is placed in the auditorium to showcase Todd AO 70MM epics, The Midtown hosts the World Premiere of *New York, New York* with Liza Minnelli and Robert De Niro.

After major renovations and the installation of a new marquee, the new Midtown Theater opens with the World Premiere of *The Godfather*.

The midtown auditorium is split down the middle to create the AMC Midtown I and AMC Midtown II.

William Goldman sells his theaters to local operator Budco.

World Premiere of *Rocky*.

World Premiere of *Rocky* II.

AMC closes the Midtown theater and sells the building to the American Music Theater Festival (AMTF), a non-profit company specializing in new musicals.

Prince Music Theater / AMTF opens the Prince Music Theater – named in honor of Broadway producer and director Harold Prince. The Prince hosts the World Premiere of *M. Night Shyamalan's The Sixth Sense*.

AMC sells the Midtown theater to the Philadelphia Film Society, and the Philadelphia Film Society re-named the Prince Theater in honor of Prince Music Theater – Art Mitte. After 15 seasons of hosting musicals, the Philadelphia Film Society acquired the Prince Theater.

During its 100 years as a theater, the Prince Theater has hosted 35K patrons annually, and other events are annually.

Philadelphia Film Society 450 screenlings, educational programs, field trips, and other events annually.

4,000+ students attended field trips annually.

100+ years as a theater.

THE FOOT PRINT

1880
1899
1949
1954
1950
1972
1979
2014
2015
2018

Prince Music Theater / AMC class after 15 seasons of creating musicals.
TOGETHER WE CAN MOVE FILM FORWARD IN PHILADELPHIA!

The Philadelphia Film Center’s goal is to provide greater access to curated films, education programs, and special events at the Philadelphia Film Center. But we need your help.

We ask that you consider making a donation to help us improve the community’s experience at the historical Philadelphia Film Center in the heart of Center City.

To learn more about the Philadelphia Film Center and the Phase 2 renovations, contact Susan Smart, Director of Development at ssmart@filadelphia.org or 215-422-4576.

Thank you again for your continuous support of the Philadelphia Film Society.

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