



Two Community Service Organizations Collaborate

PURPOSE

- The Idea Center at PlayhouseSquare is the broadcast headquarters of WVIZ/PBS and 90.3 WCPN ideastream and the home for the arts education programs of PlayhouseSquare.

BUILDING

- The Idea Center is located in downtown Cleveland at 1375 Euclid Avenue between the Allen Theatre and United Way building.
- Built in 1912, the building was originally designed by Walker & Weeks and features seven stories totaling 240,000 square feet.
- Previous tenants include the Cleveland Public Library, Kinney and Levan department store, Stouffer's Foods, and the WJW studios where DJ Alan Freed coined the term "rock and roll."

THE IDEA CENTER AT PLAYHOUSESQUARE

- The Westfield Insurance™ Studio Theatre accommodates both radio and television production and live theatrical performances utilizing specially designed flooring and a mechanized lighting grid.
- There are two street-front studios – the Smith Studio, primarily used for television production, and the Gund Foundation Dance Studio.
- The Education Center features multiple, transformable classrooms that are saturated with technology for instruction and distance learning activities.
- The ideastream offices have been designed to inspire collaboration among production staff and administrative personnel.
- The Bruening Foundation PB&J Lounge provides welcoming space for breakout sessions, lunches and snacks.

COMMUNITY DEVELOPMENT

- The Idea Center is an important part of the revitalization of Euclid Avenue's streetscape.
- The Idea Center is attracting new companies and their employees to downtown Cleveland, increasing tax revenues in the city and discretionary spending in the Theater District.
- ideastream and PlayhouseSquare are collaborating to present the KeyBank Small Non-Profit Series, designed to provide individuals and organizations with the tools necessary to successfully execute the missions of not-for-profit organizations and remain financially sound.

EDUCATION

- The Idea Center makes it possible for arts education programming to reach new audiences via broadcast and distance learning technology.
- ideastream is able to expand its teacher training programs in a facility specially designed to accommodate its leading-edge distance learning programs.

CAPITAL CAMPAIGN

- Funds for renovation, construction, programming and program-enabling technology were raised through the successful Campaign for Idea Center with pledges totaling \$29,345,513 towards the campaign's \$27.4 million goal. Funds pledged in excess of the campaign goal are being used by ideastream and PlayhouseSquare to develop joint program initiatives.