

DONATE TO THE CAPITAL CAMPAIGN FOR CENTER IN THE SQUARE



What has been achieved at Center in the Square is a well-known accomplishment, what lies ahead is our next great opportunity. Be a part of this exciting next-generation renovation as we prepare Center for the demands of the future by contributing to our Capital Campaign today.

EASY WAYS TO MAKE YOUR TAX DEDUCTIBLE DONATION

SECURELY ONLINE

www.centerinthesquare.org

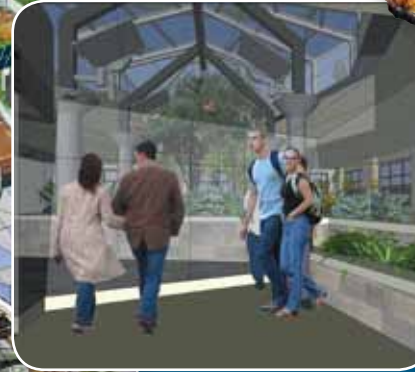
MAIL

Fill in the attached pledge form and return it in the envelope provided.

Capital Campaign Office
Center in the Square
One Market Square, SE, Suite 5
Roanoke VA 24011-1434



RAISING THE ROOF OF CENTER IN THE SQUARE



The new green roof will be multilevel, offering educational exhibits and serving as a venue for entertainment functions. There will be classroom space, as well as dining facilities. A significant portion of the fifth floor will be opened and re-enclosed in a dynamic skylight as part of a new butterfly habitat. In addition, many of the latest sustainable, green, and energy-harnessing technologies will be incorporated into the rooftop experience for both their operational effectiveness and educational aspects. This awe-inspiring rooftop will become one of the most innovative on the East Coast.

Improved environmental strategies and systems will be installed throughout the building. Center in the Square will not only be a model for practicing environmentally sound behavior, it will teach others how to do so as well.

This rejuvenation project will enhance all 200,000 square feet of Center, including the new spectacular roof addition. The estimated cost of the redesign and renewal is \$27 million. State and federal historic tax credits will provide \$18 million of the funding needed; the balance must be raised through contributions to a \$9 million capital campaign.

We hope you will accept our invitation to become a future stakeholder in the new Center in the Square. We believe your charitable investment through this campaign will provide outstanding returns for you, your family, and your community. We would be pleased to provide you with more information about our plans or answer any questions you may have about this exciting project.

BEYOND THE GALLERIES



The new Center will have a breathtaking 5,500-gallon living coral-reef aquarium that will hold 250 colorful marine fish and 150 assorted live soft and stony corals, as well as three smaller aquariums, two holding jellyfish and one holding seahorses.

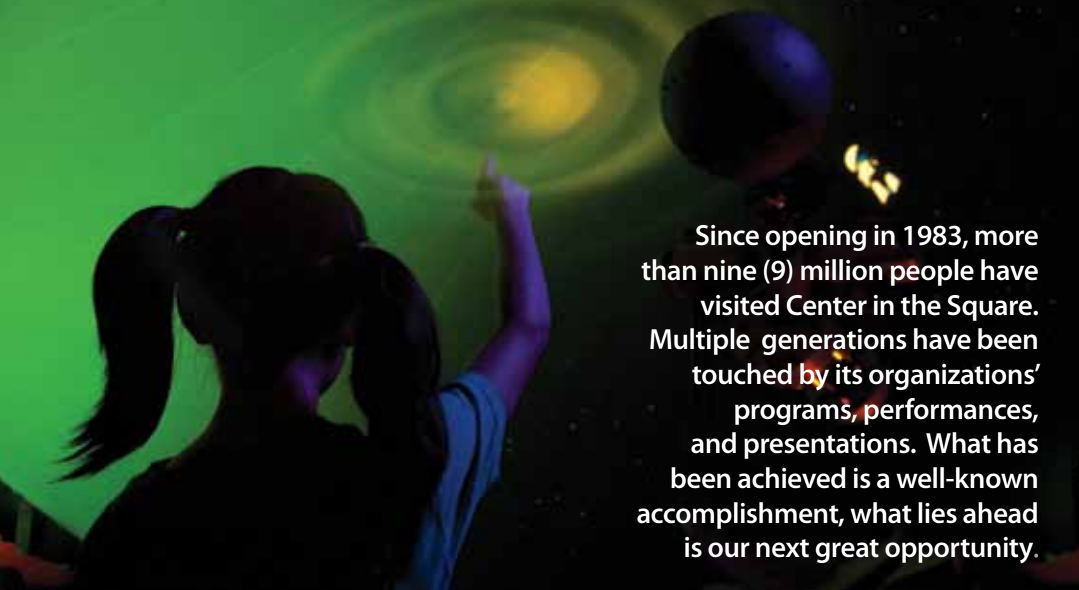
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THE CAMPAIGN FOR CENTER IN THE SQUARE

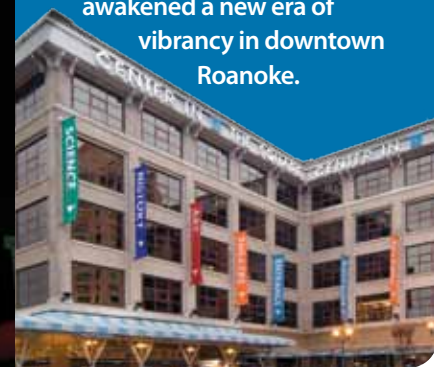


A COMPELLING INVESTMENT • AN UNPRECEDENTED RETURN



Since opening in 1983, more than nine (9) million people have visited Center in the Square. Multiple generations have been touched by its organizations' programs, performances, and presentations. What has been achieved is a well-known accomplishment, what lies ahead is our next great opportunity.

Center in the Square is one of the Roanoke Valley's greatest success stories. Founded by community leaders with vision, Center inspired a new beginning for the region's cultural organizations and awakened a new era of vibrancy in downtown Roanoke.



A VIBRANT CENTER FOR LEARNING

The Science Museum of Western Virginia is a large beneficiary of reconfigured space, and plans to significantly change and radically enhance the way it serves the community. These plans include not just reinventing exhibit galleries, but also the entire Museum and its connecting spaces, classes, and programs. The building itself will convey that a visitor has entered an exciting, vibrant center for learning.

Hundreds of children visit the Science Museum every weekday, coming from more than 40 school districts in Virginia. The Museum provides hands-on science learning experiences that truly impact people's lives. The Science Museum's reinvention will establish the *Healthy Bodies, Healthy Earth*, and the *How It Works* galleries, along with connecting spaces.



The History Museum & Historical Society of Western Virginia will benefit from expanded space with superior climate control necessary to display, store and protect its collection of great historical value.



The Harrison Museum of African American Culture will become the newest of Center's beneficiary organizations. Utilizing a portion of the space formerly occupied by the Art Museum of Western Virginia, the Harrison Museum will be able to expand its audience, increase its permanent collection, and bring in more exhibits.

Mill Mountain Theatre is currently reinventing its productions and business operations to reemerge stronger than ever in the newly renovated Center in the Square. A welcoming and patron-friendly lobby space and an efficient, public-oriented box office are just the first of many steps to make



a wonderful evening at the Theatre even more magical.

REFURBISHED EXTERIOR

Exterior refurbishments will focus on recapturing Center in the Square's historic facades. Replacing the transoms and cornices will restore the character of the building and the cherished history of the Market Square. A new ticket booth will serve both walk-up customers from the street and allow for sales in the interior atrium.



REDESIGNED ATRIUM

The redesigned, interactive, and open atrium will connect all visitors to the exciting exhibits housed in the museums above. The entrance to the new atrium will be moved closer to the corner of Campbell Avenue, making it more easily accessible and identifiable. In order to bring the vibrancy of the market into the atrium, the glass wall that faces the Market Square will have sections that slide open. This change will allow the atrium to be a wonderful event space that may be used by beneficiary organizations and other groups.



Considered the linchpin for economic revitalization, Center provided the dynamic environment its beneficiary organizations needed to mature and blossom. Today these community assets are known as Mill Mountain Theatre, the Science Museum of Western Virginia, The Arts Council of the Blue Ridge, and the History Museum & Historical Society of Western Virginia. Center provides a free home and services to help all of its organizations.

Center in the Square also supports the Roanoke Ballet Theatre, Opera Roanoke, and the O. Winston Link Museum. All of these vital cultural organizations educate, enlighten, engage, and inspire. They make a difference and an impact in the lives of many. Soon the Harrison Museum of African American Culture will also become a part of Center's meaningful legacy.

Center in the Square has developed exciting plans for comprehensive facility enhancements and improvements. Center's street level appearance and visibility to the Market Square will be improved, the atrium will be redesigned and reprogrammed, a green roof feature that includes a butterfly habitat will be added, spaces throughout both buildings will be reconfigured and connected, and most of the systems and mechanicals will be upgraded.

CAPITAL CAMPAIGN PLEDGE FORM



Date _____

Name _____

Name for printed recognition (if different) _____

Address _____

City _____

State _____ Zip _____

Telephone _____

Email _____

I/we wish to remain anonymous

This gift is made [] in memory of [] in honor of

Name _____

I/we pledge the sum of \$ _____

Payments will be made as follows, \$ _____ now, with the balance to be paid in payments of \$ _____

[] Annually [] Semi-Annually

[] Quarterly [] Monthly

[] Other (please specify) _____

First payment (date) _____ Last payment (date) _____

Signed _____

[] Please remind me of scheduled payment dates

[] Please do not send me reminder notices

My employer will match this gift • Name of employer _____

Payment Options

[] Check or money order enclosed (payable to Center in the Square)

[] Visa [] MasterCard [] American Express

Name as it appears on card _____

Credit Card Number _____

3 (or 4) digit security code (from back of card)

Expiration Date _____

Signature (Required for credit card transactions) _____