



## **BUSINESS PLAN PROPOSAL AND PERFORMING ARTS INITIATIVE**

Pocono Center for the Arts Inc  
Skip Scheetz & Richard Spezzano  
Founders  
Stroudsburg, Pennsylvania  
poconocenterforthearts.org

### **PROPOSAL SUMMARY**

Create a Poconos Destination Center for the Visual and Performing Arts that Inspires, Educates and Enlivens the Human Spirit and provides a place for other Arts related entities to thrive.

### **BUSINESS DESCRIPTION & GOAL**

- Establish a building consisting of classrooms, galleries and theater space, gift shop and restaurant.
- Give local and international artists in all disciplines a space to learn and exhibit/perform their craft.
- Give Arts educators a space and the tools to teach.
- Increase local tourism by bringing performances and exhibits to the public.
- Assist other Arts related organizations in fulfilling their needs for space and equipment.

### **VISION**

To become regionally and nationally recognized as a diverse, innovative collaboration of visual and performing arts, education, community engagement, and personal enrichment.

### **TARGET AUDIENCE**

Users of the center will be mostly students and adults looking to learn or enhance their artistic talents.

### **COMMUNITY ENRICHMENT INITIATIVES**

- ◆ Produce and host Finals of a Statewide High School Drama Festival celebrating outstanding student productions and performances in order to identify qualified candidates for performing arts scholarships and awards. Each organization would be mentored by an industry professional.
- ◆ Local Open Call auditions to identify local performing artists (all ages) to create opportunity to perform and attend educational workshops with top theatre and film professionals
- ◆ Establishment of an Accessibility to the Arts program to provide an platform for writers and performers with disabilities.
- ◆ Young Playwright Festival giving an opportunity for emerging writers and composers to have their work performed and developed by actors, singers and dancers.
- ◆ Choreography showcase allowing local choreographers to build and create new works with industry pros
- ◆ Using satellite venues including The Stroudsmoor, Shawnee Inn, The Deer Head Inn and others who have graciously donated their venues to support us and encourage the community to explore their amenities.
- ◆ Rent the Sherman theater when we are in need of a larger venue.

### **REVENUE MODEL**

◆ Service Income:

- Touring company theatre for young audiences (educational)
- Co-production of PCFTA productions with other venues
- Licensing of PCFTA productions to other venues
- Rental of sets and costume from our inventory to other venues
- Dance classes (musical theatre)
- Educational master classes (musical theatre/rehearsal space)
- Educational master classes (dance/rehearsal space)
- Summer theatre camp for students (studio theatre)
- Summer theatrical student production (studio theatre)
- Class Fees
- Art Printing Services
- Digital Services
- Gift Shop
- Sale of Art
- Restaurant
- Pocono Games
- Theater Tickets

◆ Rental Income

- Corporate meeting rooms
- TV Studio
- Office Space
- Recording Studio
- Photography Studio
- Classroom Space
- Rehearsal Halls
- Theater
- Resident Apartments

◆ Other Income

- Members
- Grants
- Donors
- Sponsors

## **CLASSROOMS AND CLASSES**

Rooms will house equipment for the Arts disciplines. Classrooms are flexible allowing more than ten disciplines unless otherwise noted as “dedicated classroom”.

- Painting: Oils, acrylics, watercolor etc. Room is flexible for other types of classes
- Music: Classroom with musical instruments. Music students can later record in Audio studio (See below).
- Fiber Class: Learn sewing, knitting and all aspects of fiber.
- Digital: Computer equipment for classes in digital art, advertising, web design, game creation and video editing (Video editing students can eventually create and broadcast TV commercials, short films etc in out TV studio or theater.
- Audio & TV studio: Consists of Video and Audio equipment, Green screen and stage. Media classes, audio editing and production. Dedicated classroom.
- Rehearsal hall: Great for Dance, Martial Arts, Poetry etc.
- Pottery & Ceramics: Consists of Pottery wheels kilns, clay etc. Dedicated classroom.
- Maker Space: Great for wood working, metal works, 3d modeling etc.
- Culinary Classroom: Next to the restaurant with kitchen equipment. Dedicated classroom.

## **THEATERS**

### ◆ Main Stage

1200 - 1500 seat Theatre with sprung floor, fly loft, full lighting grid, house and backstage speakers, projection capabilities and scrim, wing space, green room, orchestra pit and dressing rooms, hair and wig room, light and sound booth. Legs and Main drapes Wireless communication system. Loading dock. Production and theatre management offices and conference rooms. Onsite rehearsal/audition space. Lobby with box office and reception space. Used for concerts, dance programs, traditional musicals and plays,

### ◆ Black Box Experimental Space

500 seats with flexible seating for educational theatre, theatre for young audiences, developmental readings, emerging artists initiatives, cabaret and experimental dance. Light and sound booth with catwalk. Box office. Dressing rooms.

### ◆ Creative Support Facilities

- Scene Shop
- Lighting Inventory/Electrics
- Paint shop
- Scenery Storage
- Wardrobe construction
- Wardrobe storage
- Dance studios
- Voice studios
- Performer and Artistic Staff Housing

## **GALLERIES**

Main Gallery approx 1452 Sq Ft for larger local and international shows. A dividing wall can convert the space into two smaller galleries.

Pop Up Gallery: Small gallery that allows us and other organizations to put up a short term exhibit.

## **STUDIO SPACE**

Small rooms for artists can use to create their art. Space can be rented by the ½ day, day, week or month.

## **OFFICE SPACE**

To support our staff and other arts organizations who cannot afford a full time office.

## **CONFERENCE ROOM(S)**

A space for meetings and for use by other organizations.

## **ARTIST RESIDENCES**

Shared living space for outside artists. A low rent space for out of state/country artists to live for a season. These artists will help bring new influences to the Poconos and as part of their residency, they will agree to help staff the center and donate some pieces to the center.

## **GIFT SHOP**

A small gift shop will sell the creations of the artists.

## **RESTAURANT**

Located next to the culinary classroom and serving some of dishes the students created.

## **MISC**

Some storage rooms will be needed for paperwork, forms, art collection, stockroom (for giftshop) etc.

For further information, please contact:

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[poconocenterforthearts.org](http://poconocenterforthearts.org)

# Performing Arts Initiative

## PERFORMANCES

We have produced seventeen concerts or cabarets from September 30 2018 to August 21.2022 showcasing the talents of 48 Broadway performers -26 females (58%) 19 males of which 19 are biopic (42%)

## COMMUNITY ENRICHMENT INITIATIVES

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- ◆ Local Open Call auditions to identify local performing artists (all ages) to create opportunity to perform and attend educational workshops with top theatre and film professionals
- ◆ Establishment of an Accessibility to the Arts program to provide an platform for writers and performers with disabilities.
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**STEPHEN DeANGELIS** (Producing Artistic Director) [He/Him/His] has produced and created over 300 different Broadway concerts at venues in New York and across the United States featuring a multitude of Broadway stars including many Tony Award and Drama Desk Award winners and nominees, stars from hit television series and films whose roots are on stage and Broadway's fastest rising young performers. Throughout his career, he has worked with over 100,000 performers across all entertainment mediums. He is also the Producer and Host of *At This Performance...*, the critically acclaimed concert series that has showcased the talents and versatility of over 1100 Broadway Standbys, Understudies and Alternates since October 2003. His work as a Producer of the ongoing series and monthly residency was acknowledged in BroadwayWorld's List of "Best Club, Cabaret and Concert for 2021" and has been called "a noble effort and an artistic triumph that everyone should seek out and see". He has cast over 3600 network television and radio commercials for Manhattan's leading advertising agencies (including Grey Advertising/Senior Casting Director; Backer, Spielvogel & Bates. Inc.; Ted Bates Advertising and Ogilvy & Mather) for such clients as Olive Garden, Red Lobster, E\*Trade, Febreze, Cover Girl, Pantene, Advil, Robitussin, Downy, Flonase, Pringles, Gillette, Canon, Domino's, Ivory, Campbell's Soup, Xerox, Maybelline, Wendy's, Arrid, Miller Beer, Colgate Palmolive, Warner Lambert, Hewlett Packard and DirecTV and has contributed to many historic and award-winning spots and campaigns including many which have been recognized with Platinum, Gold and Silver Lions at Cannes. Stephen also cast the six-time Emmy Award nominated Playhouse Disney series "Johnny and the Sprites" which aired on the Disney Channel. His work has been seen in New York and regionally in over 300 theatrical productions as well as numerous festival showcases, developmental workshops and staged readings. Other credits include the World AIDS Day All-Star concert revivals of *Pippin* and *The Secret Garden*, two All-Star productions of *Elegies for Angels*, *Punks and Raging Queens* and the 25th Anniversary production of *Hair*; the All-Star concert version of *Into the Woods*, the 50th Anniversary celebration of the *Tommy* album as well as numerous productions for The Drama League Directors Project. He is a proud member of the Stage Directors and Choreographers Society and is the only Casting Director who is also a member in SDCS. He has staged musicals in major theatres across the country in Boston, Philadelphia, Washington, D.C., Dallas and St. Louis and throughout New York and New England. He has worked with Actors, Singers, Dancers, Directors, Choreographers, Composers, Lyricists and Playwrights who have been recognized with the following distinctions: 263 Tony Award wins, 864 Tony Award nominations, 262 Drama Desk Award wins, 978 Drama Desk Award, nominations, 32 Drama League Award wins, 208 Drama League Award nominations, 199 Primetime Emmy Award wins, 848 Primetime Emmy Award nominations, 129 Daytime Emmy Award wins, 487 Daytime Emmy Award nominations, 17 Sports Emmy wins, 24 Sports Emmy

nominations, 53 Academy Award wins, 159 Academy Award nominations, 23 Olivier Award wins, 77 Olivier Award nominations, 145 Grammy Award wins, 454 Grammy Award nominations, 109 Golden Globe Award wins, 366 Golden Globe Award nominations, 5 Pulitzer Prize recipients, 8 Pulitzer Prize Award recipients and 8 Kennedy Center Award recipients. He is also heavily committed to use his abilities and creativity in support of numerous charities including Broadway Cares/Equity Fights AIDS (BC/EFA), The Actors Fund, The Starlight Children's Foundation, The Hole in the Wall Gang Camp, Give Kids the World and Toys of Hope/The American Giving Project. Early in his career, he performed in the National Tours of *Godspell*, *Grease* and *Shenandoah* and was the first Producing Artistic Director of the Shawnee Playhouse in the Poconos.

**EUGENE GWOZDZ** (Musical Director/Accompanist) is originally from Fort Worth, Texas and now resides in NYC. Eugene is the Music Director/Arranger for the American Dance Machine 21, and the Duke Ellington Center for the Arts. Eugene was the MD/Arranger for *Our Guy*, *Cy*, a musical concert tribute to Cy Coleman, starring Tony Award Winners, Randy Graff, Cady Huffman, and Lillias White which received rave reviews from the NYC critics; MD/Arranger for the Jerome Robbins Awards honoring Chita Rivera, Harold Prince, and Stephen Sondheim. Music Director and Pianist/Arranger for Tony Award-winning "Princess and the Frog" star Anika Noni Rose at the Lincoln Center American Songbook Series and The Drama League Tribute to Patti Broadway: *The Full Monty* and *Oklahoma!*. Broadway and National Tour credits include *Sunset Boulevard* (with Petula Clark), *Flower Drum Song*, *Swing!*, *The Color Purple*, *The Phantom of the Opera*, *The Will Rogers' Follies* and *West Side Story* (Conducted and played keyboards). He has worked with many Broadway stars including Audra McDonald, Brian Stokes Mitchell, Norbert Leo Butz, James Monroe Iglehart, Shuler Hensley, Stephanie J. Block, Patti Lupone, Cady Huffman, Chita Rivera, Leslie Uggams, Donna McKechnie, Andre DeShields, Lee Roy Reams, Ken Page, Patrick Wilson, Billy Porter, Harvey Fierstein, Shirley Jones, Will Chase, Betty Buckley, Daphne Rubin-Vega, Will Chase, LaChanze, Nikki James, Victoria Clark, Kelli O'Hara, Andrea McArdle, Chris Seiber, Rachel York, Norm Lewis, Megan Hilty, Kristin Chenoweth, Brent Barrett, Valisia Lekae, John Tartaglia, Laura Benanti, Melissa Errico, Karen Ziemba, N'Kenge, Mark Kudisch, Lou Diamond Phillips, and Laura Bell Bundy.

**ASHER DENBERG** (Musical Director/Accompanist) is a versatile, prolific, and in-demand musician whose work has been heralded worldwide. Music Director: Touring companies of *Spamilton*, *Cirque Musica Holiday Spectacular*; *Breath and Imagination* (Lyric Stage Company of Boston/Front Porch Arts Collective, IRNE nomination for Best Music Director); *Never Sleep Alone* (Virgin Voyages, inaugural company); *Legally Blonde*, *Addams Family* (Wagon Wheel); *Cinderella*, *All Shook Up*, *9 to 5* (Arrow Rock Lyceum); *Beehive* (Theatre By The Sea). Concerts: Kissy Simmons, Jelani Remy, Sara Jean Ford, Ute Gfrerer, and more. NYC Cabarets: Joe's Pub, Green Room 42, The Duplex.

Selected orchestrations & arrangements: *Bachelors of Broadway*; *Never Sleep Alone*; *Shanghai Sonatas* (UD Master Players); *Fable* (NYMF, world premiere); ghostwriter for the Boston Pops, Chicago Symphony. Other: comedy shows with Seth Herzog, Cole Escola; ballet piano with the Joffrey Ballet School, Steps On Broadway; inaugural season ballpark organist, Rocket City Trash Pandas.

## PERFORMERS AS OF SEPTEMBER, 2022

**MAJOR ATTAWAY** (*Aladdin*)

**EMILY BAUTISTA** (*Miss Saigon*; *Les Miserables*; "Pretty Little Liars: Original Sin")

**CHARL BROWN** (*Motown The Musical*; *Sister Act*)

[Tony Award nominee]

**STEPHEN BUNTROCK** (*Oklahoma!*; *Beauty and the Beast*; *Grease*)

**TODD BUONOPANE** (*Rodgers+Hammerstein's Cinderella*; *Chicago*)

**KENNEDY CAUGHELL** (*Beautiful:The Carole King Musical*; *Wicked*; *Paradise Square*)

**DARLESIA CEARCY** (*Once on This Island*; *Ragtime*)

**AMANDA JANE COOPER** (*Wicked*)

**ROBERT CREIGHTON** (*The Little Mermaid*; *Frozen*; *Anything Goes*)

[Drama Desk Award nominee]

**MARA DAVI** (*A Chorus Line*; *The Drowsy Chaperone*; *Dames at Sea*)

**DERRICK DAVIS** (*The Phantom of the Opera*; *Carousel*)

**ASHER DENBURG** (*Spamilton*)

**ALYSHA DESLORIEUX** (*Hamilton*; *Once on This Island*)

**ERIN DILLY** (*A Christmas Story*; *Chitty Chitty Bang Bang*)

[Tony Award nominee]

**DOUG ESKEW** (*Five Guys Named Moe; The Color Purple; Ain't Misbehavin'*)

**ELISABETH EVANS** (*Once The Musical*)

**ALI EWOLDT** (*The Phantom of the Opera; Les Miserables; The King and I*)

**RICK FAUGNO** (*Jersey Boys; Kiss Me, Kate*)

**RONA FIGUEROA** (*Miss Saigon; Les Miserables*)

**SARA JEAN FORD** (*The Phantom of the Opera; Cats; How To Succeed in Business Without Really Trying*)

**LANA GORDON** (*Chicago; Hadestown*)

**ALAN H. GREEN** (*Charlie and the Chocolate Factory; School of Rock*)

**EUGENE GWOZDZ** (*Spamilton; La Cage aux Folles; Oklahoma!*)

**LISA HOWARD** (*It Shoulda Been You; The 25th Annual Putnam County Spelling Bee*)

[Drama Desk Award winner/2X Drama Desk Award nominee]

**TARI KELLY** (*Anything Goes; Mr. Saturday Night; The Boy From Oz*)

**JANINE LaMANNA** (*Seussical; The Drowsy Chaperone*)

[Drama Desk Award nominee]

**BRENNYN LARK** (*Six the Musical; Les Miserables; Dreamgirls*)

**ANIKA LARSEN** (*Almost Famous; Beautiful: The Carole King Musical*)

[Tony Award nominee; Drama Desk Award winner]

**GAVIN LEE** (*Mary Poppins; SpongeBob SquarePants; Les Miserables*)

[2X Tony Award nominee; 2X Drama Desk Award winner]

**BRITTNEY MACK** (*Six The Musical*)

[Drama Desk Award winner]

**JUDY McLANE** (*Mamma Mia!; Kiss of the Spiderwoman*)

[Drama Desk Award nominee]

**ALEX NEE** (*Once The Musical*)

**JON PETERSON** (*Cabaret*)

[Drama Desk Award nominee]

**SHEREEN PIMENTEL** (*West Side Story*)

**WADE PRESTON** (*Movin' Out*)

**JELANI REMY** (*Ain't Too Proud: The Life and Times of the Temptations; The Lion King*)

**NIC ROULEAU** (*The Book of Mormon*)

**EVAN RUGGIERO** (*Bastard Jones*)

[Drama Desk Award nominee]

**CARRIE ST. LOUIS** (*Wicked; Rock of Ages: Kinky Boots*)

**JUSTIN MATTHEW SARGENT** (*Rock of Ages; Spider-Man: Turn Off the Dark*)

**RASHIDRA SCOTT** (*Company; Sister Act*)

**CRAIG SCHULMAN** (*Les Miserables; The Phantom of the Opera*)

**KISSY SIMMONS** (*The Lion King*)

**JENNY LEE STERN** (*Forbidden Broadway; Always, Patsy Cline*)

**ALYSHA UMPHRESS** (*On The Town; Priscilla Queen of the Desert*)

**ALTON FITZGERALD WHITE** (*The Lion King; Ragtime*)

**TEAL WICKS** (*The Cher Show; Wicked; Jekyll & Hyde*)

**DAN'YELLE WILLIAMSON** (*Memphis; Summer: The Donna Summer Musical*)



## ARTISTIC BOARD MEMBERS



**CHARL BROWN**  
(*Motown The Musical; Sister Act*)  
[Tony Award nominee]



**ROBERT CREIGHTON**  
(*The Little Mermaid; Frozen; Anything Goes*)  
[Drama Desk Award nominee]



**ERIN DILLY**  
(*A Christmas Story; Chitty Chitty Bang Bang*)  
[Tony Award nominee]



**LISA HOWARD**  
(*It Shoulda Been You; The 25th Annual Putnam County Spelling Bee*)  
[Drama Desk Award winner/2X Drama Desk Award nominee]



**JANINE LaMANNA**  
(*Seussical; The Drowsy Chaperone*)  
[Drama Desk Award nominee]



**ANIKA LARSEN**  
(*Almost Famous; Beautiful: The Carole King Musical*)  
[Tony Award nominee; Drama Desk Award winner]



**GAVIN LEE**  
(*Mary Poppins; SpongeBob SquarePants; Les Miserables*)  
[2X Tony Award nominee; 2X Drama Desk Award winner]



**BRITTNEY MACK**  
(*Six The Musical*)  
[Drama Desk Award winner]



**JUDY McLANE**  
(*Mamma Mia!; Kiss of the Spiderwoman*)  
[Drama Desk Award nominee]



**JON PETERSON**  
(*Cabaret*)  
[Drama Desk Award nominee]

## BOARD MEMBERS

SKIP SCHEETZ, President  
RICHARD SPEZZANO, Vice President  
ADAM COURTNEY  
Dr. MARTIN DIORIO  
JOANN FARDA  
Dr. ROGER MCFADDEN