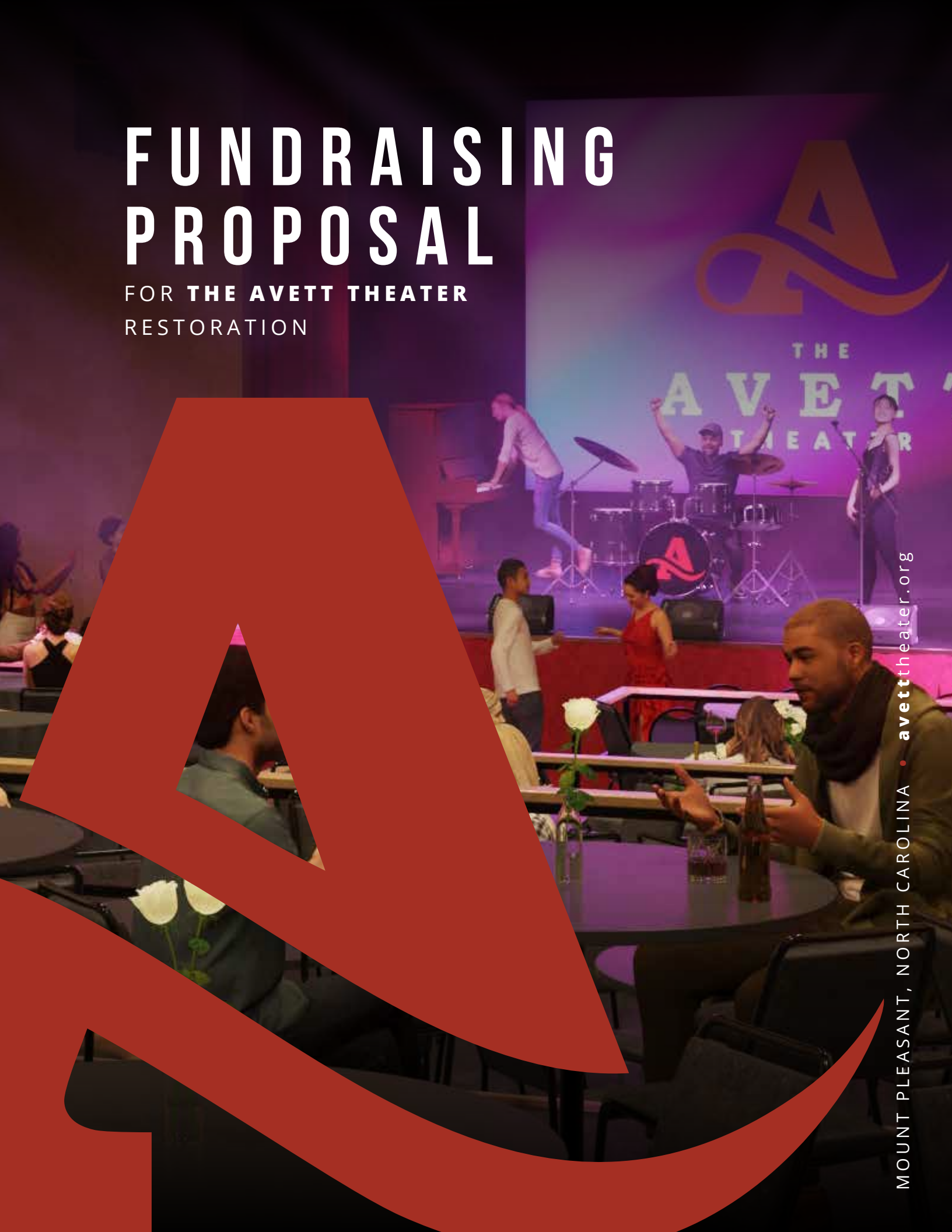


FUNDRAISING PROPOSAL

FOR THE AVETT THEATER RESTORATION



THE AVETT THEATER



A LEGACY WORTH RESTORING: THE PAULA THEATER

The Paula Theater first opened its doors on February 6, 1948, in the heart of Mt. Pleasant, NC. The theater was hailed as one of the finest small-town cinemas in North Carolina at the time.

The building wasn't just a movie house. It included offices and two storefronts, anchoring a bustling corner of Main Street. Next door, the grill served up dinner before the show—a proper “dinner and a movie” experience decades before it became trendy. Locals still remember delivering flyers for upcoming films, gathering with friends, and seeing their town come alive under the glow of the marquee.

Ownership changed hands several times, but the Paula remained a beloved fixture until it closed in the mid-1950s. Since then, it's stood as a quiet reminder of Mt. Pleasant's vibrant past.

**Now, we have the chance
to bring it back—not just as
a theater, but as a regional
symbol of community,
creativity, and connection.**





HISTORY TO HARMONY: FROM THE PAULA THEATER TO 'THE AVETT'

The restoration of the historic Paula Theater and its transformation into the Avett Theater is more than just a renovation—it is the creation of a significant arts and entertainment hub for Mt. Pleasant, Cabarrus County, Stanly County, and the broader region.

Unlike any other venue in the area, the Avett Theater will be uniquely flexible, with seating from 35 to over 600 people, offering a mid-sized space ideal for both large-scale performances and intimate gatherings.

The size complements the smaller Davis Theater in Concord with its 226-seat auditorium, and the open floor plan of the Swanee Theater in Kannapolis.

Our vision is to create a destination for the performing arts, community and business events, and regional cultural tourism, ensuring that the Avett Theater becomes a beacon for creativity and connection in central North Carolina.



THE
AVETT
THEATER

avetttheater.org

   [theavetttheater](#)

COMMUNITY-DRIVEN, BUSINESS-BACKED

The restoration of the historic theater, located at 1480 S. Main Street in Mt. Pleasant, is rooted in generosity and vision.

A Gracious Gift from a Beloved Family: The Avett family has generously given their name to this project, allowing us to honor their legacy while building something new—the Avett Theater for the region. It is a gesture of deep connection and shared vision—one that reflects their enduring love for this area and its people and commitment to excellence in music and the arts.

The Avetts have called Mt. Pleasant, NC, home since 1947. From Reverend Clegg and Martha to Jim, Susie, Bonnie, Scott, and Seth, their story is woven into the fabric of the community. Scott and Seth Avett, founders of The Avett Brothers, have brought Mt. Pleasant into the national spotlight through their music and storytelling.

The Avett name carries cultural weight and regional and national magnetism. Naming the theater after them instantly elevates its visibility, attracting musicians, fans, tourists, and arts patrons from across North Carolina and beyond. It becomes a destination—not just a venue.

The building itself—valued at \$600,000—is being donated by its owners, Town Square Properties II, LLC, a group of business leaders who believe in Mt. Pleasant's future and have already invested millions in its revitalization. The donation is a gift, but it is also a statement of trust and commitment.

Mt. Pleasant Theatre, Inc., DBA Avett Theater, has received 501(c)(3) tax-exempt status, and a **Board of Directors led by Dr. L. Allen Dobson Jr.**, physician and community visionary, as its chairman has been established.

OTHER OFFICERS INCLUDE:

President: Sam Treadaway,
Retired Cabarrus County Educator

Vice President: Liz Fitzgerald,
Cabarrus Arts Council Executive Director

Secretary: Erin Burris,
Mt. Pleasant Assistant Town Manager

Treasurer: Allen James,
Businessman

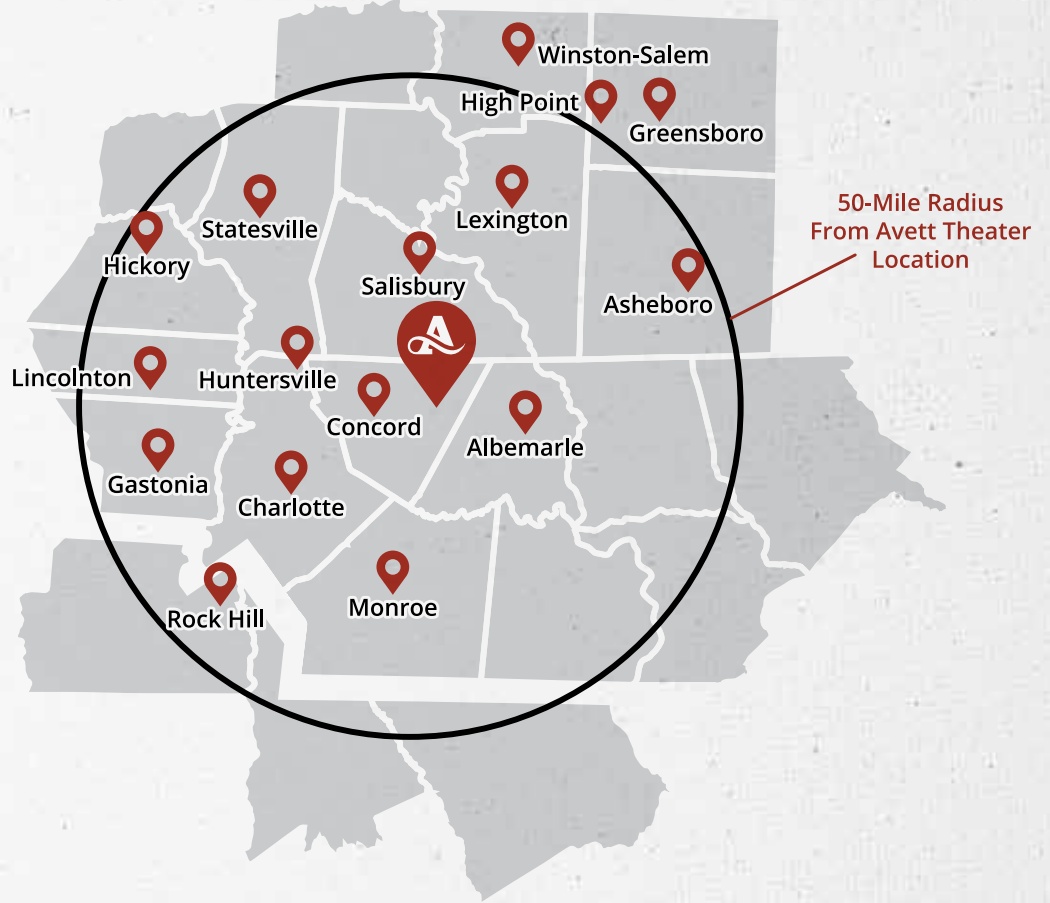
BOARD MEMBERS:

Paula Yost, Attorney; **Karen Cobb,**
Retired Public Relations Professional;
Steve Steinbacher, Entrepreneur;
Jim Avett, Avett Family Representative

The Board has secured an initial pledge of \$250,000 from a regional bank, signifying dedicated support from the business community and confidence in the theater's potential.



THE AVETT THEATER:
A REGIONAL ASSET



While located in Mt. Pleasant, the Avett Theater will serve communities throughout the region:

Cabarrus County, Stanly County, and Rowan County:

Strengthening local arts programming and community engagement.

The Charlotte Metro Area:

Providing a mid-sized venue alternative for touring national and regional artists and cultural events.

Concord, Kannapolis, Albemarle, and Salisbury:

Expanding the footprint of live entertainment and creative collaborations.

Union County and Davidson County:

Connecting rural and urban communities through the arts.

It will serve as an entertainment hub for a geographic void between Charlotte to the southwest, Elkin and Winston-Salem to the north, the Research Triangle to the east, and Monroe to the south.

WHAT SETS THE AVETT THEATER APART?

Unlike any other historic theater in the region, the Avett Theater will combine versatility and intimacy, allowing for a diverse range of programming.

AN ARTS & CULTURAL DESTINATION

The Avett Theater will serve as a premier venue for live music, theater, film screenings, dance performances, and spoken-word events, **enriching the region's cultural fabric.**

A GATHERING PLACE FOR THE COMMUNITY

Beyond the arts, this theater will be a space for the people, hosting town meetings, festivals, author events, school performances, corporate gatherings, weddings, and celebrations. **It will be flexible enough to accommodate both large audiences and smaller, more intimate events.**

A DEEP CONNECTION TO THE AVETT FAMILY LEGACY

The Avett Theater will honor the legacy of the Avett Family, a musical family with deep roots in Mt. Pleasant, North Carolina, attracting visitors and artists inspired by their contributions to folk and Americana music.

A MID-SIZED VENUE WITH UNIQUE FLEXIBILITY

With a capacity of 634 seats, **the Avett Theater will fill a gap in the regional venue landscape**, serving as an ideal space for performances that are too large for small community theaters yet too intimate for major city venues.

The 13,000 sq ft theater, when complete, **will feature a flexible tiered main floor capable of concert seating for 634, mixed cabaret seating for 300, or banquet seating for 264.**

A 2000 sq ft balcony that can accommodate 100 and features its own bar and service area is ideal for VIP events or receptions. A side private entrance with an elevator adds to its usefulness and flexibility.

A planned pocket park and walkway next to the theater, leading from the ample parking in the rear of the building, provides additional pre- and post-concert gathering space. The area complements the downtown square, which has eight restaurants in addition to shops, all within a block.

A PLATFORM FOR EMERGING ARTISTS & TOURING ACTS

Featuring regional musicians, playwrights, filmmakers, and performers, the Avett Theater ensures local talent has a professional stage.

The theater plans to attract national and regional touring artists, offering them a high-quality venue while keeping live performances accessible to local and regional audiences.

THE
AVT
MPNC



ECONOMIC IMPACT & REGIONAL BENEFITS



Mt. Pleasant, although small, already attracts a large number of out-of-market visitors in addition to local and regional visitors. Our popularity is driven by the local downtown restoration, award-winning restaurants, and our top tourist attraction, the award-winning bourbon distillery, Southern Grace Distillery, located in a renovated North Carolina State Prison site.

2.6 MILLION

\$39.10 ON AVERAGE BEYOND ADMISSION

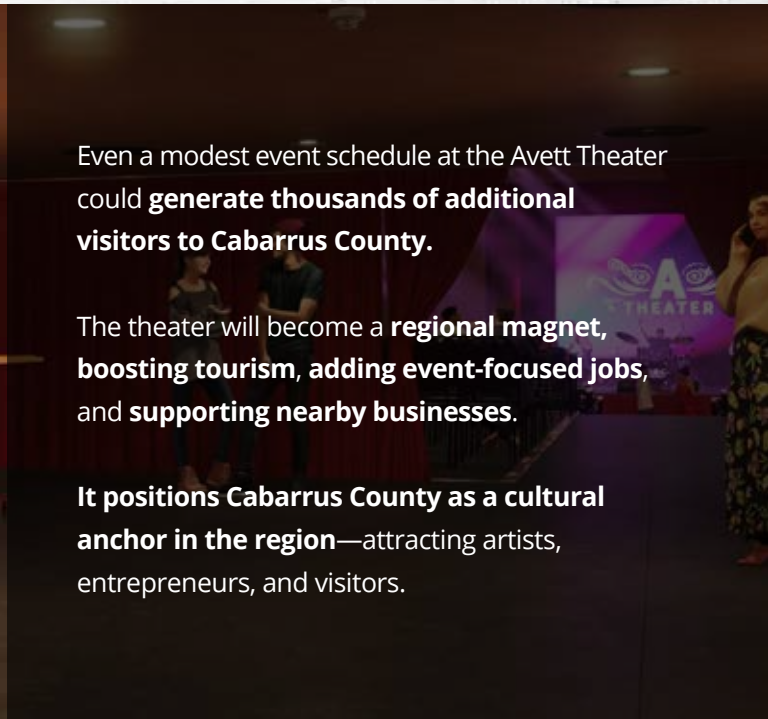
In 2024/2025, there were 2.6 million visits to downtown Mt. Pleasant, with 327,000 out-of-market visitors. In addition, **31% of visitors were not local but were within 50 miles**, including Stanly & Rowan Counties and the Charlotte area. The proximity to the Charlotte Motor Speedway, Concord Mills, and hotel accommodations make Mt. Pleasant an additional draw to the area.

The Arts & Economic Prosperity 6 (AEP6) Report, conducted by Americans for the Arts in partnership with Arts North Carolina, found that North Carolina's nonprofit arts and culture sector **attendees spent an average of \$39.10 beyond admission**, with **one in three traveling from outside the host county** and **67% citing the arts event as their primary reason for visiting.**

The Avett Theater will boost tourism by attracting visitors for performances, workshops, and signature events, and drive economic growth by supporting local restaurants, hotels, and businesses through increased regional foot traffic.



WHAT THIS MEANS FOR CABARRUS COUNTY AND THE REGION



Even a modest event schedule at the Avett Theater could **generate thousands of additional visitors to Cabarrus County.**

The theater will become a **regional magnet, boosting tourism, adding event-focused jobs, and supporting nearby businesses.**

It positions Cabarrus County as a cultural anchor in the region—attracting artists, entrepreneurs, and visitors.



FUNDRAISING GOALS & REVENUE STRATEGY

With the donation of the building and initial work valued at \$600,000, a regional bank pledge of \$250,000, and other early donations totaling \$1 million, the Avett Theater's goal is to raise an additional \$3.6 million.

DONATIONS WILL BE ALLOCATED ACROSS:

- **\$2,700,000** for historic restoration and renovations (structural repairs, new electrical and mechanical infrastructure, a three-story backstage addition, accessibility improvements including an elevator, and exterior and interior finishings).
- **\$1,100,000** for sound, lighting, staging, marquee, furniture, and fixtures
- **\$200,000** for operational support for the first three years (maintenance, utilities, initial artistic projects, marketing).

WE WILL ACHIEVE THIS THROUGH:

- **Donations:** \$1.3 million, Targeting 28% of total project funding.
- **Grants and Governmental support:** \$1.5 million, generating 32% of total project funding.
- **Sponsorships & Corporate Partnerships:** \$1.2 million. Engaging businesses with sponsorship opportunities, generating 26% of total project funding.
- **Revenue from operations:** Including ticket sales, venue rental, advertising, sponsorships, and merchandising, will likely provide additional income to support long-term sustainability.

HOW YOU CAN BE PART OF THE AVETT THEATER

We are seeking financial support from individuals, businesses, foundations, and organizations at the following levels:

DIAMOND PARTNER - \$250,000+

- Naming opportunity
- Permanent plaque recognition
- Recognition in all programs and media
- Exclusive use of the facility (rent-free) for a corporate/personal event once a year
- 20% discount off tickets and first right to either 10 tier one front row seats or 10 front row balcony seats (held until 30 days before performance)
- Private sponsor event each year, plus other special events
- Special sponsor reception before selected concerts or special events

PLATINUM PARTNER - \$100,000-\$249,999

- Exclusive use of the facility (rent-free) once during the sponsorship term.
- Permanent plaque
- Recognition in all programs and media
- 10% discount off tickets and first right to either 8 tier one seats or eight balcony seats (held until 30 days before show time)
- Private sponsor event once a year, and other VIP events
- Optional naming rights

SCAN HERE TO DONATE ONLINE



HOW YOU CAN BE PART OF THE AVETT THEATER

GOLD PARTNER - \$50,000-\$99,999

- 50% discount on facility rental once during the period
- 10% discount on tickets and advance notice of shows and events (limit six tickets)
- Private sponsor event once a year
- Permanent plaque acknowledgment
- Recognition in all programs and media
- Optional naming rights
- Special sponsor pre-event reception for selected shows and events

SILVER PARTNER - \$10,000-\$49,999

- 25% discount on facility rental once during the term
- 10% discount on tickets and advance notice of concerts and events (limit four tickets)
- Private sponsor event yearly
- Special recognition is displayed in the building and on all programs and social media material.

BRONZE SUPPORTER - \$1,000-\$4,999

- Listed recognition on all programs
- Priority access to tickets (limit 4)

FRIEND OF THE THEATER - \$100-\$999

- Contributions that help sustain the theater's future



SCAN HERE TO DONATE ONLINE

DONATION COMMITMENT FORM



Mt. Pleasant Theatre, Inc., DBA Avett Theater, is a not-for-profit 501(c)(3) organization that will own and operate the Avett Theater as a performing arts center for the region. It will provide a venue for small, intimate events to events for over 600. The facility will host national acts, regional programming, a spot for emerging local artists, and be available for business and community use.

The capital Campaign goal is to raise \$4 million for renovations, audio/video equipment, lighting systems, and furniture and fixtures.

Name of Business: _____

Title: _____

Name of individual: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

My/Our one-time gift to The Avett Theater Capital Campaign is:

\$ _____

My/Our multi-year commitment to The Avett Theater Capital Campaign is:

\$ _____ Total Commitment: _____

Enclosed:

\$ _____

Remainder of the pledge over _____ years (up to 5 years):

\$ _____ Paid By: _____, 2026

\$ _____ Paid By: _____, 2027

\$ _____ Paid By: _____, 2028

\$ _____ Paid By: _____, 2029

Signed: _____

