



HAMILTON ARTS
FOUNDATION INC

HAMILTON FIELD TOWN PLAZA - DRAFT

Proposed Master Plan for a
World Class Music & Art Hub

2026

“Proposed” 2026 Master Plan Proposal

CONTRIBUTORS

Development Team

01.

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Community Volunteers

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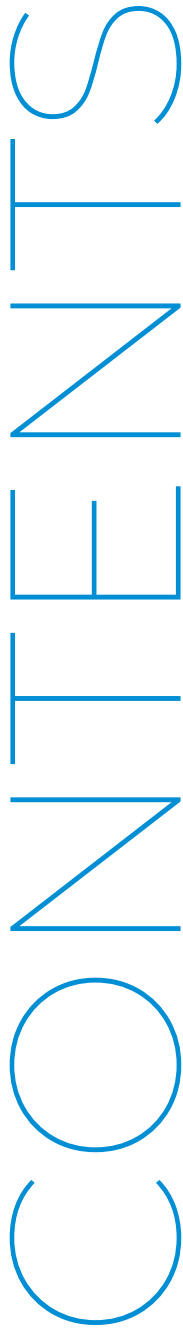
Professional Volunteers
and Community Support

Prepared by:

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ABL Marketing
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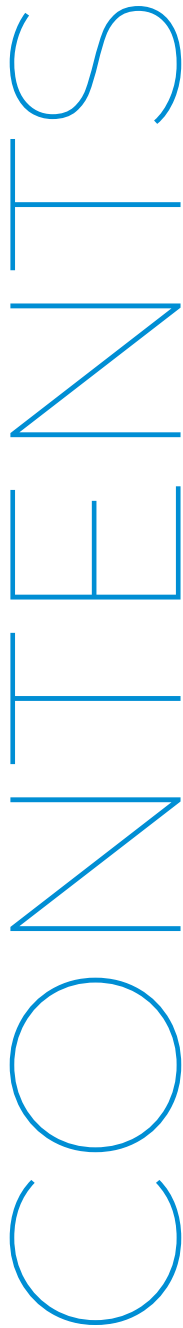
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All those to thank.

N O T H I S D I S T R I C T

The purpose of this proposal is to present a proposed Master Plan for the 1934 Hamilton Theater Parcel and Town Plaza for development into a **World Class Music and Art Hub.**

Art and music have thrived in our community for centuries since the Miwok inhabited the area 8,500 years ago.

The **Hamilton Amphitheater and Movie Theater** were built in 1938, where top-flight talent and famous artists visiting the Base like Abbott and Costello (Bud Abbott and Lou Costello), entertained the troops and their families, offering a reprieve from the stresses of wartime life.

The **Hamilton NCO Club** and mess hall was also built and opened in 1938. It was a scene of much of the social activity on base for a great number of its residents. Located next to the Hamilton Theater, this facility was a place of community, joy and reprieve.

From 1980 to 1983, Hamilton AFB was used in a particularly special way as the home to the Refugee Transit Center, an operation where 180,000 refugees took safe haven away from the violence in Vietnam, Cambodia, Laos, Thailand, and Afghanistan.

Today, the Hamilton Air Force Base, now known as Hamilton Field (registered as an Historic District with [National Registry of Historic Places](#)), is considered a historic landmark to thousands of [Southeast Asian refugees](#), including people from Laos, who came through Hamilton Field before being sent to their new homes throughout the United States. Over 35,000 of these refugees are living in the San Francisco Bay Area and observe the community's largest annual celebration, the International Lao New Year Festival (ILNYF), to honor their safe refuge to the US.

We, as a community, ask the City of Novato to support us to build on this legacy by renovating and rebuilding these facilities in our Hamilton Town Plaza to share our rich history.

MESSAGE FROM OUR COMMUNITY

Over 1,000 people in our community have expressed their concern for this theater parcel.



“We live in this area, and have viewed with dismay the deterioration of this central landmark and potential community resource. The revival of the theater and expansion of culture and education would be a crowning jewel and ongoing legacy of which we could all be proud.” ~ **Elizabeth I.**

“As a Hamilton resident, it's such a waste seeing the theatre sit unused and falling into disrepair. It would be a great asset to the community to have the theatre back.” ~ **Alex G.**



I'm signing because the Hamilton is an historical, archival theatre and worth every nickel as a performance venue.

~ **Dave P.**

The purpose of this proposal is to present a proposed Master Plan for the Hamilton Field Town Plaza for development of the 1934 Hamilton Theater parcel. This proposal envisions a plan for a **World Class Music and Art Hub**. Let’s look at the history.

The following is a review of the historic buildings on the Hamilton Theater Parcel that are architecturally significant. The foundation of this plan is to preserve and enhance the Town Center Plaza as promised to the Hamilton Field Homeowners in the 1997 Redevelopment Master Plan presented and approved by The City of Novato Administration.

Since this time, the Hamilton Theater Parcel was rezoned away from Novato Park & Recreation, making it vulnerable to the California Surplus Land Act development, (AB1486), to ensure availability of property for affordable housing development.

As a result, the only pathway we see viable to preserve and build up this historic parcel, is to request a leasing agreement with the City of Novato as we rebuild this historically significant community property.

Important Policies Adopted in 1997

8.2.2.4.1.

Any new construction shall be a Spanish architectural style consistent with the existing structures in the area.

8.2.2.4.2.

The existing landscaped median shall be extended to create a one acre park / plaza. The park shall be landscaped with similar or complimentary landscape materials as the median is at present. Appropriate street furniture shall be provided (i.e., sitting areas, fountains, lighting, etc.)

IMPORTANT

Refer to issues, goals, and policies in Section 8.2.1. which addresses non-residential issues, Spanish-style architecture, compatibility of land uses, parking, landscaping, and other related design issues.

OVERALL CONDITION: 1995 THEATER PARCEL

The following is a brief summary of the material presented in the Existing Conditions Report prepared for the The Hamilton Reuse Planning Authority on May 25, 1995, prepared by Robert Bein, William frost & Associates. The 382 page document is on file at the City of Novato, 901 Sherman Avenue, Novato CA.

01

Infrastructure Condition

Water and sewage systems are old and will need to be replaced. The drainage system is undersized per City standards. electrical systems utilize voltages unacceptable to electric company, and the gas system is old and will need replacement. Roadways are adequate.

02

Structural Condition

The 1934 theater build is structurally adequate and in relatively good condition externally to build from.

03

Traffic

Palm Drive has no known constraints. The Golden Gate Transit and Marin Access utilize the parking lot for thoroughfare for their stops in front of the theater.

04

Soils / Geology / Seismicity

There are some construction constraints related to alluvial soils.; greater construction hazards are related to the presence of artificial fill over bay mud.

OVERALL CONDITION: 1995 THEATER PARCEL

05

Biological Resources

The Planning Area is totally urbanized; no biological resources are present.

06

Cultural Resources

Contributing buildings are registered with the Library of Congress for historic preservation: Hamilton Theater (Control # ca2669), Hamilton NCO Club (Control # ca2670) and Hamilton Amphitheater (Control # ca2734).

07

Land Use Compatibility

No constraints. Building 500 in the NHP Master Plan area, is the central focus of the Planning Area due to its significant architectural style. Buildings 500 are planned for use by non-profit agencies.

08

Recreational Facilities

Current information as of 2023 includes The Hamilton Community Center located in the theater parcel.

09

Landscape / Treescape Features

There is a significant palm streetscape along Palm Drive.

10

Open Space

No open space areas exist around this Planning Area other than vacant turf and landscaped areas. Adjacent wooded areas are within the Hospital Hill area.

HISTORIC PRESERVATION

As defined by the National Trust for Historic Preservation, historic preservation is the act of identifying, protecting, and enhancing buildings, places, and objects of historical and cultural significance. We understand this commitment for our town and community. We have engaged the Office of Historic Preservation to guide us in integrating historic preservation, and will modify details as requested to reach the full potential of this World Class Music & Art Hub.

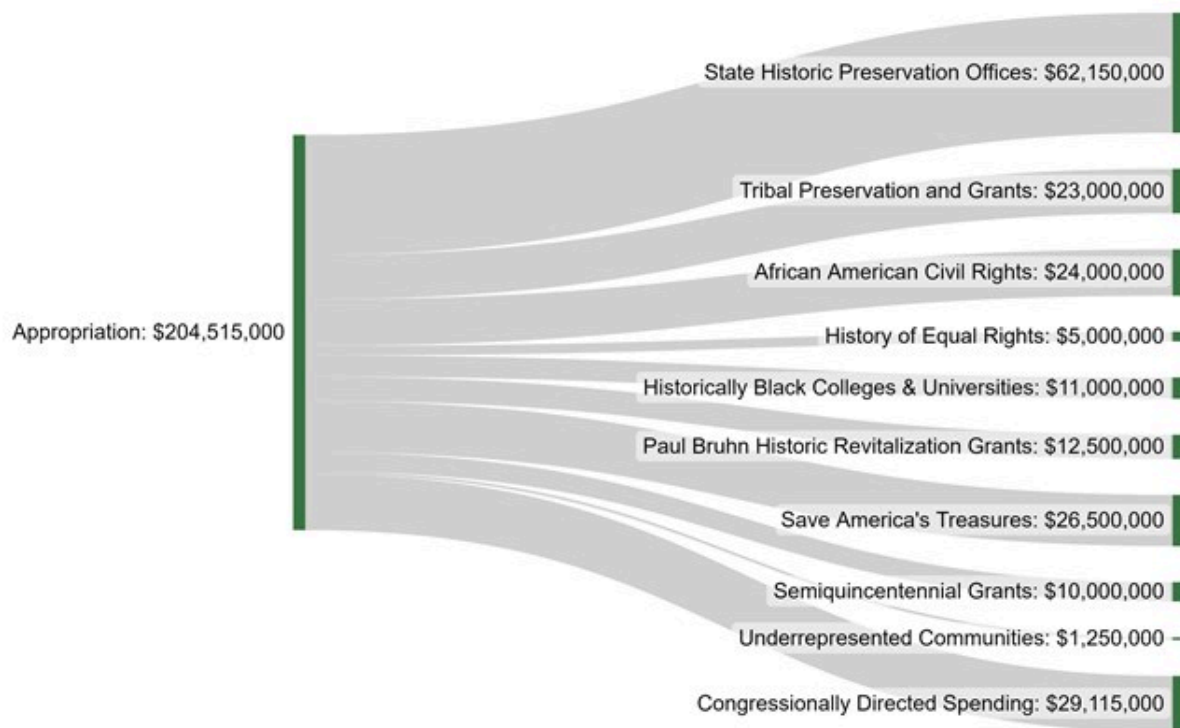
Key Indicator	Commitment	Activity/ Project
Structural and Engineering	Will be compliant with all state, local and federal codes.	<ul style="list-style-type: none"> • Retrofit Hamilton Theater as needed. • Renovate the parking lot.
Utilities	Provided at a logical drop point at adjacent exterior wall location or within the building experience.	<ul style="list-style-type: none"> • Update sewer, electrical, & plumbing to meet project needs.
Modified Use	A slight modification of use from 100% movie theater to live performing arts theater.	<ul style="list-style-type: none"> • In order to reach a profitable business model, certain uses will need to be modernized to meet consumer demand. • Possibly rezone property back to Park & Recreation.

Why This Makes Sense?

The Hamilton Theater is at the center of the historic Hamilton Field Town Plaza. To date, this entire epicenter is a labor of love - but it could be so much more. It could be a thriving center of tourism, music and art. Imagine a destination for live performing arts, a Marin Music Museum with music education, appreciating our music roots and live recording studio, along with a modern coffee shop with healthy menu options, a gift shop, a parking lot available for Farmer's Markets, Italian Street Painting Festivals integrating in the 60 artist studios, a destination for private functions along with Unity in Marin, art exhibits, live performances at the Hamilton Amphitheater with an Annual Opera in the Amphitheater, a youth music and art program at the Hamilton Community Center, annual dance recitals by Splitz, and more.

The money is out there.

So what's stopping us? Here, you can view a brief summary explaining some of the Historic Preservation Funding (HPF) sources, and this is just the tip of the iceberg.



100%

Funding sources - Federal, State, Local, Private & Community.

The **Hamilton Theater** is an architecturally significant building in the Hamilton Field history. When mentioned in a conversation, it ignites lots of thoughts and passion. As a community, we hope to revive this beautiful artifact.

Included here:

Cost Estimate

Layout Rendering

Visual Rendering

Code Analysis

*We thank you for your continued consideration of our efforts to contribute to a **World Class Music & Art Hub** at Hamilton Field.*

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Hamilton Theater: Cost Estimate for Retrofit/Remodel



HAMILTON THEATER CAMPUS PROJECT
THEATER IMPROVEMENTS - BUILDING 507
ROUGH-ORDER-OF-MAGNITUDE COST ESTIMATE

Location: South Palm Drive, Novato CA

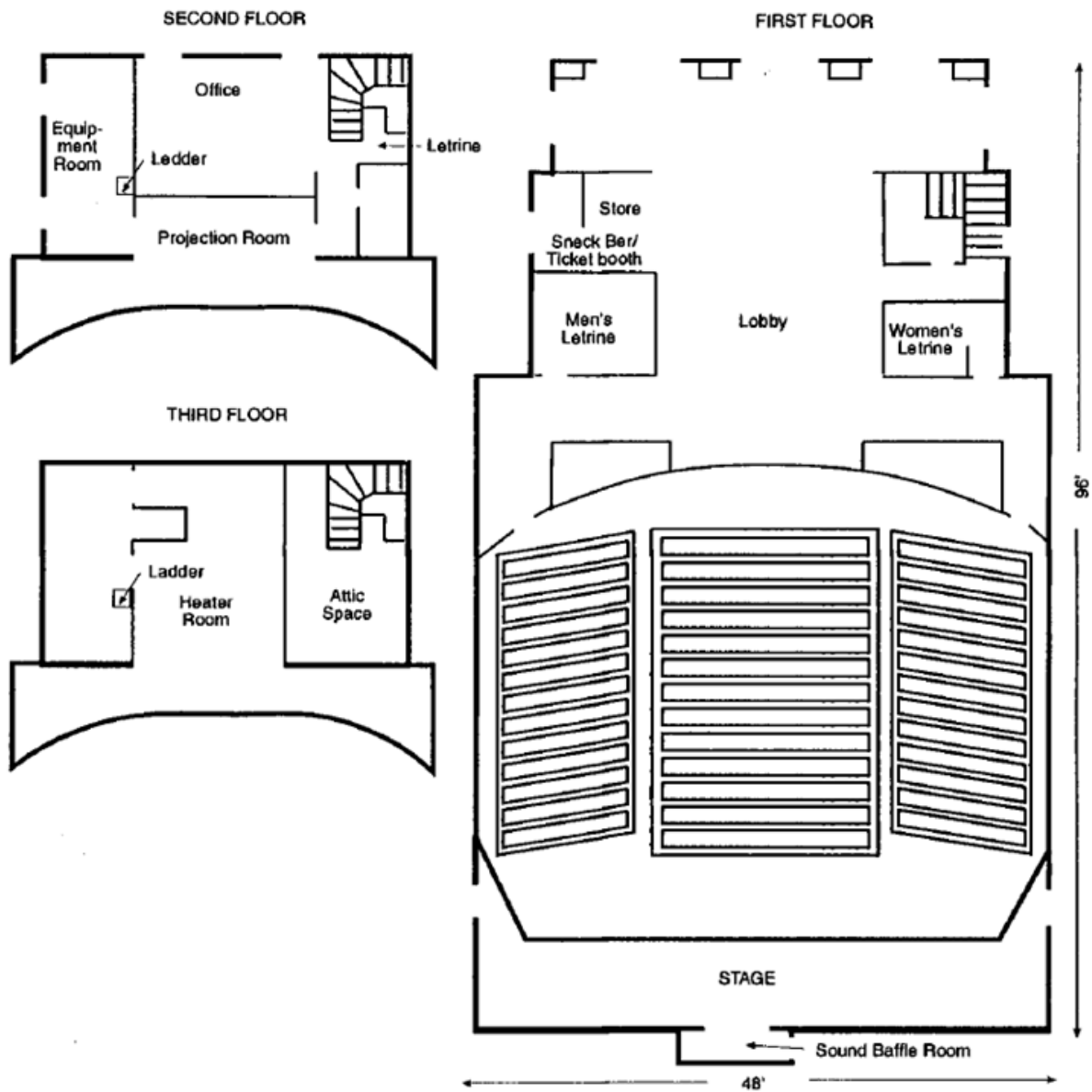
Date: 10/1/2023
Estimate by: B. Welch / ABL

	DESCRIPTION OF WORK	UNIT PRICE	QUANTITY	COST 2006	COST 2023*
Construction				* calculated at 170% since 2006	
1	Mobilization	5% of Construction Cost	1	\$10,960.00	\$18,632.00
2	Demolition & Disposal	\$20,000 / LS	1	\$20,000.00	\$34,000.00
3	Asbestos Abatement	\$20,000 / LS	1	\$20,000.00	\$34,000.00
4	Structural Retrofit Theater Building	\$50,000 / LS	1	\$50,000.00	\$85,000.00
5	Concrete Removal & Wall Openings	\$5 / SF	2000	\$10,000.00	\$17,000.00
6	Concrete - Minor Footings Repair	\$500 / CY	10	\$5,000.00	\$8,500.00
7	Concrete - Infill Wall Openings	\$10 / SF	1000	\$10,000.00	\$17,000.00
8	Roof Insulation	\$2 / SF	4800	\$9,600.00	\$16,320.00
9	Roofing - Removal & Reinstall Existing Tile	\$7 / SF	4800	\$33,600.00	\$57,120.00
10	Flat Roof - Crack Repair & New Membrane	\$12 / SF	500	\$6,000.00	\$10,200.00
11	Roof Plywood Sheathing & Minor Repairs	\$4 / SF	4800	\$19,200.00	\$32,640.00
12	Modify Roof Framing fo Vent	\$3000 / LS	1	\$3,000.00	\$5,100.00
13	Windows	\$1800 / EA	6	\$10,800.00	\$18,360.00
14	Exterior Doors	\$1500 / EA	4	\$6,000.00	\$10,200.00
15	Exterior Wall Finishes	\$2 / SF	8000	\$16,000.00	\$27,200.00
16	Permitting	Various	1	\$0.00	\$144,276.00
17	Technical Infrastructure	Various	1	\$0.00	\$106,240.00
18	Live Staging Infrastructure	Various	1	\$0.00	\$238,575.00
19	FFE - Fixtures, Furniture, & Equipment	Various	1	\$0.00	\$223,000.00
20	Remodel - bathrooms, bar, main hall, entry	Various	1	\$0.00	\$887,684.00
21	Planning (ADA, lighting, acoustic, design, etc)	Various	1	\$0.00	\$177,569.00
	General Conditions (10% of Construction Cost)			\$23,016.00	\$39,127.20
	Overhead (5% of Construction Cost)			\$12,659.00	\$21,520.30
	Profit (10% of Construction Cost)			\$23,016.00	\$39,127.20
	Contingency (15% of Construction Cost)			\$43,328.00	\$73,657.60
CONSTRUCTION SUBTOTAL				\$460,320.00	\$2,342,048.30
Project Development					
	Termite Inspection and Remediation (Budget)			\$10,000.00	\$17,000.00
	Design / Engineering / Administration (15% of Total Construction Cost)			\$69,048.00	\$117,381.60
	Construction Engineering / Administration Costs (15% of Total Construction Cost)			\$10,357.00	\$17,606.90
PROJECT DEVELOPMENT SUBTOTAL				\$89,405.00	\$151,988.50
TOTAL ESTIMATED PROJECT COST				\$549,725.00	\$2,494,036.80

Footnotes:

- 1 4" AC over compacted subgrade, includes earthwork
- 2 Includes removals
- 3 Includes cable and trenching
- 4 Includes replacement / upgrade of exterior transformer and interior building service

Hamilton Theater: Original Layout

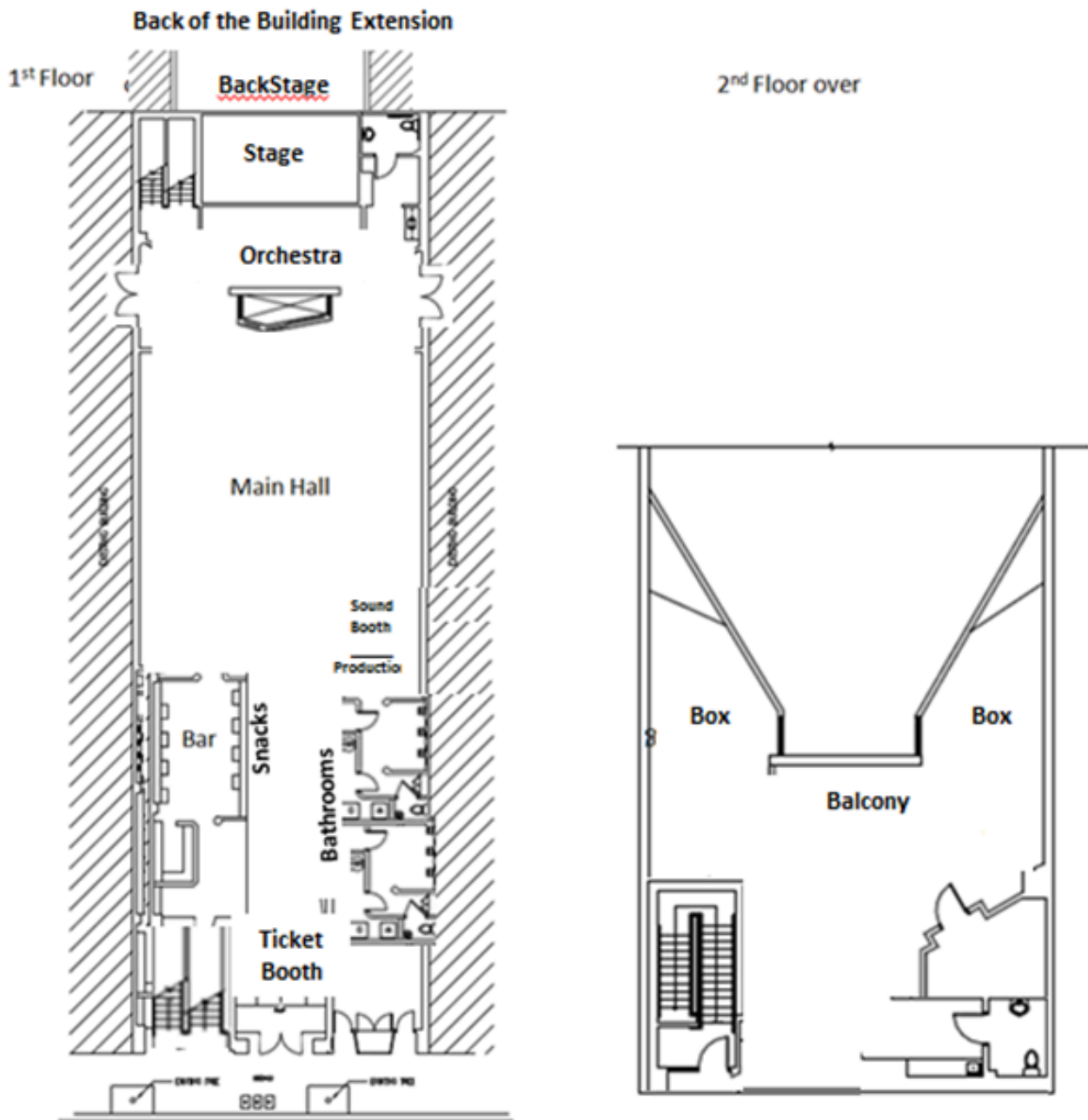


Hamilton Theater: General New Layout

Important Note:

ADA compliance will be integrated once access to the building is granted for architect and construction advisors. Currently, there is plenty of exterior space to integrate an elevator or ramping without impacting the physical integrity of the theater.

In addition, we are proposing a back building extension to open up the backstage area. Details forthcoming once entry is provided.

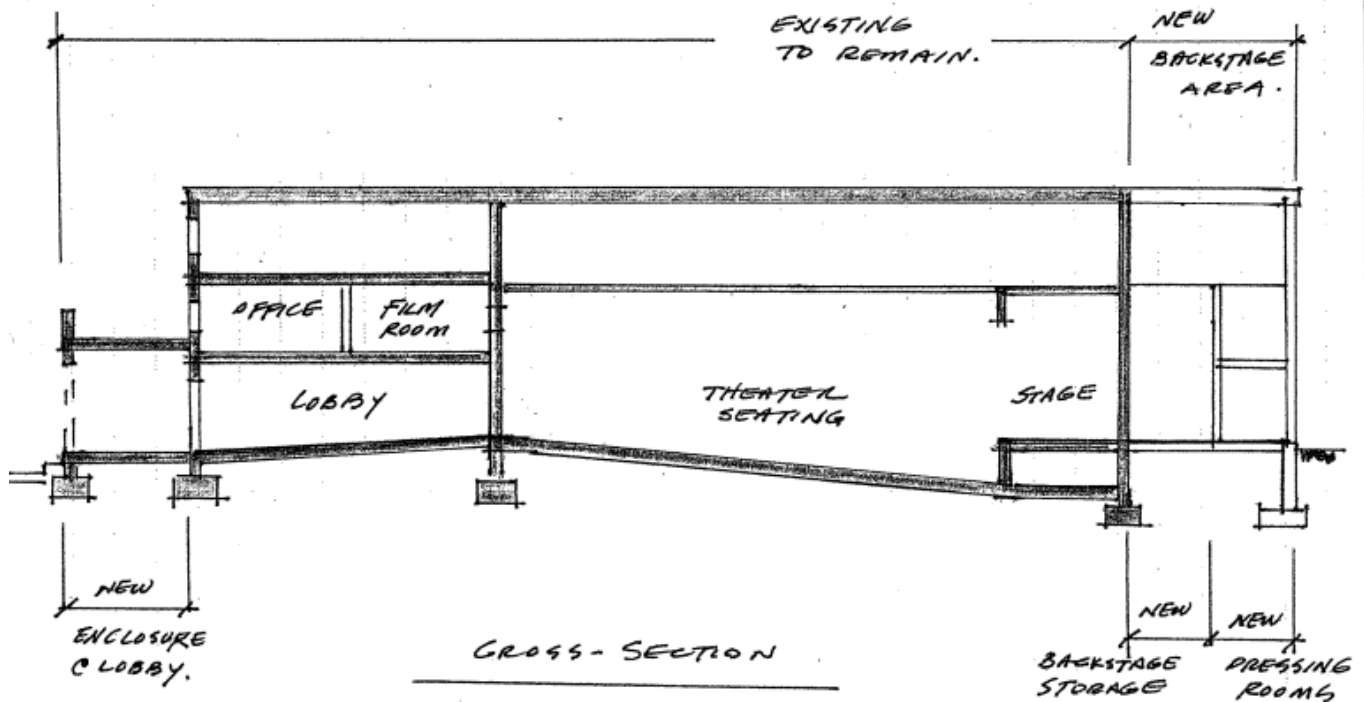
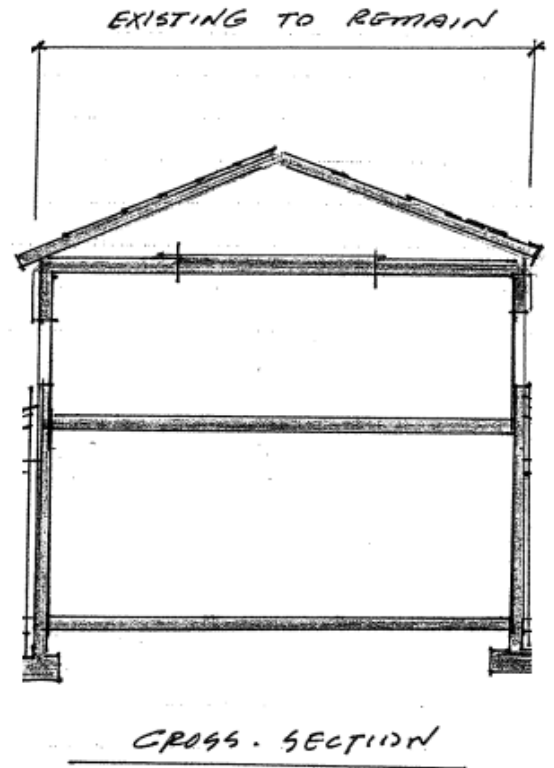


Hamilton Theater: Elevation

Important Note

One of the existing challenges is the elevation between the entryway and the stage. Since the elevation is not level, this will need to be factored into the future design and use of the space.

We suggest keeping the original basic design layout with the front reception area and the main hall divided with possible stairs to hide the uneven flooring elevation. see photos attached for visuals.



Hamilton Theater: Enhanced Interior Visuals (pending budget)



Over 68 sources use the current **parking lot** today; including but not limited to 60 art studios, Unity in Marin overflow, MOCA, Golden Gate Transit, Marin Access, Splitz, Hamilton Community Center, Hamilton Amphitheater, The Bluff at Hamilton, and more:

Included here:

Remodel

New Layout

*We thank you for your continued consideration of our efforts to contribute to a **World Class Music & Art Hub** at Hamilton Field.*

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Parking Lot: Cost Estimate



HAMILTON THEATER CAMPUS PROJECT
PARKING LOT IMPROVEMENTS
ROUGH-ORDER-OF-MAGNITUDE COST ESTIMATE

Location: Palm Drive, Novato CA

Date: 10/1/2023

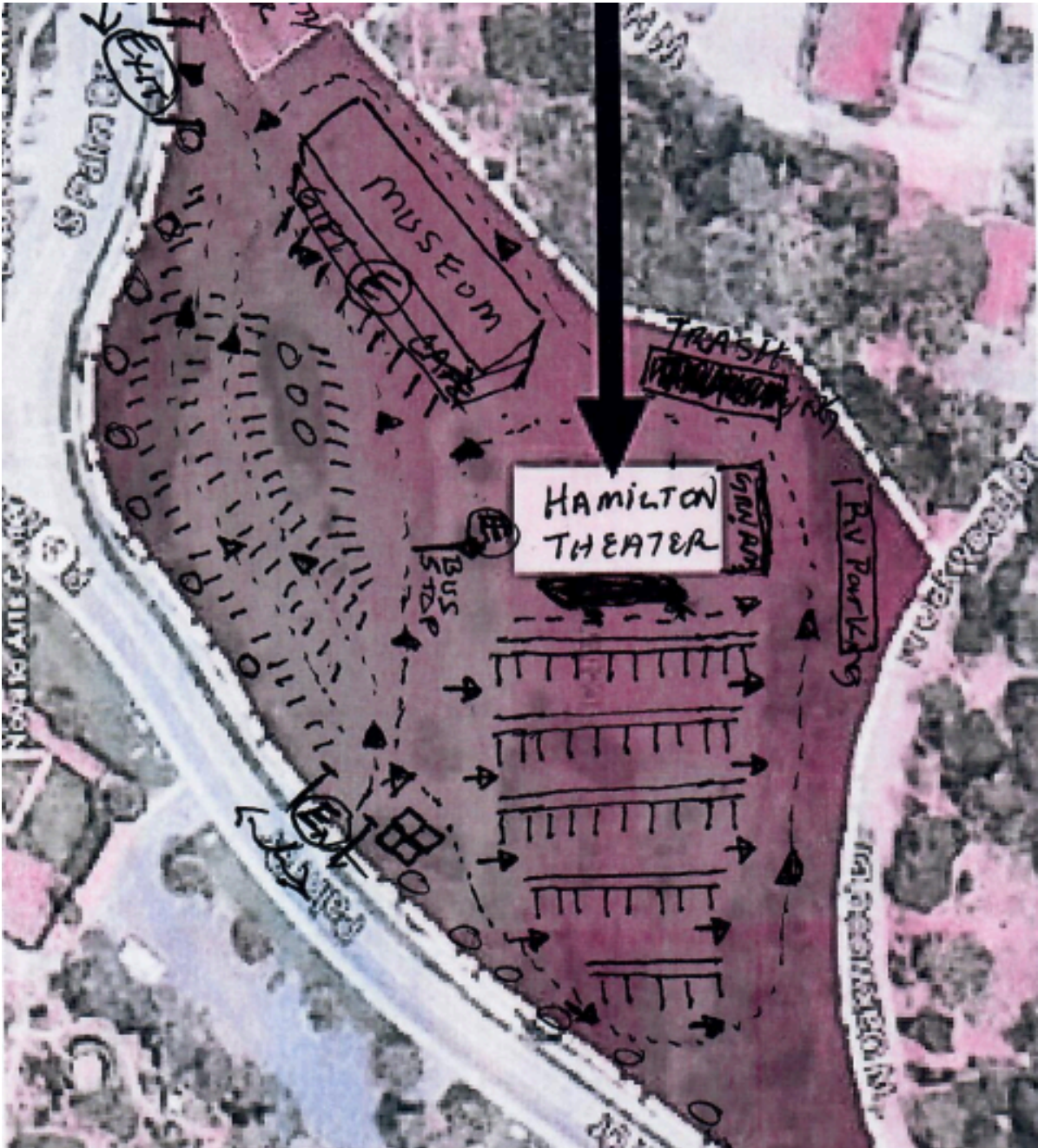
Estimate by: B. Welch / ABL

	DESCRIPTION OF WORK	UNIT PRICE	QUANTITY	COST 2006	COST 2023*
Construction				* 68% increase since 2006	
1	Mobilization	5% of Construction Cost	1	\$55,755.00	\$94,783.50
2	SWPPP Plan and Implementation	\$10,000 / LS	1	\$10,000.00	\$17,000.00
3	Cleaning & Grubbing	\$20,000 / LS	1	\$20,000.00	\$34,000.00
4	Pavement Removal and Reconstruction 1	\$8 / SF	67,925	\$543,400.00	\$923,780.00
5	PCC Curb & Gutter 2	\$40 / LS	3660	\$146,400.00	\$248,880.00
6	PCC Sidewalk 2	\$6 / SF	12710	\$76,300.00	\$129,710.00
7	Wheelchair Ramp	\$1,000 / EA	10	\$10,000.00	\$17,000.00
8	Pavement Striping and Signing	\$6,000 / LS	1	\$6,000.00	\$10,200.00
9	Landscape and Irrigation	\$5 / SF	21400	\$107,000.00	\$181,900.00
10	Retaining Wall	\$65 / SF	1080	\$70,200.00	\$119,340.00
11	Parking Lot Lighting 3	\$5,000 / EA	8	\$40,000.00	\$68,000.00
12	Adjust Minor Above Ground Utilities	\$500 / EA	10	\$5,000.00	\$8,500.00
13	New Sewer Line and Connections	\$70 / LF	400	\$28,000.00	\$47,600.00
14	New Water Line and Connections	\$70 / LF	325	\$22,800.00	\$38,760.00
15	New Electrical Line and Connections	\$60 / LF	500	\$30,000.00	\$51,000.00
16	Replace / Upgrade Electrical Service 4	\$35,000 / LS	1	\$35,000.00	\$59,500.00
17	Solar Parking Install	\$x / SF	0	\$0.00	\$0.00
	Drainage Items (10% of Construction Cost)			\$120,586.00	\$204,996.20
	Contingency (25% of Construction Cost)			\$301,464.00	\$512,488.80
CONSTRUCTION SUBTOTAL				\$1,627,904.00	\$2,767,438.50
Project Development					
	Geotechnical Exploration			\$30,000.00	\$51,000.00
	Design / Engineering / Administration (10% of Total Construction Cost)			\$162,790.00	\$276,743.00
	Construction Engineering / Administration Costs (15% of Total Construction Cost)			\$244,186.00	\$415,116.20
PROJECT DEVELOPMENT SUBTOTAL				\$436,976.00	\$742,859.20
TOTAL ESTIMATED PROJECT COST				\$2,064,880.00	\$3,510,297.70

Footnotes:

- 1 4" AC over compacted subgrade, includes earthwork
- 2 Includes removals
- 3 Includes cable and trenching
- 4 Includes replacement / upgrade of exterior transformer and interior building service

Parking Lot: New Layout Rendering



Parking Lot: 1997 Recommendation + Drive-in Expansion into Former NCO Club

Combining Map 1 and 2:

Lower parking: 61 spaces

West parking: 52 spaces

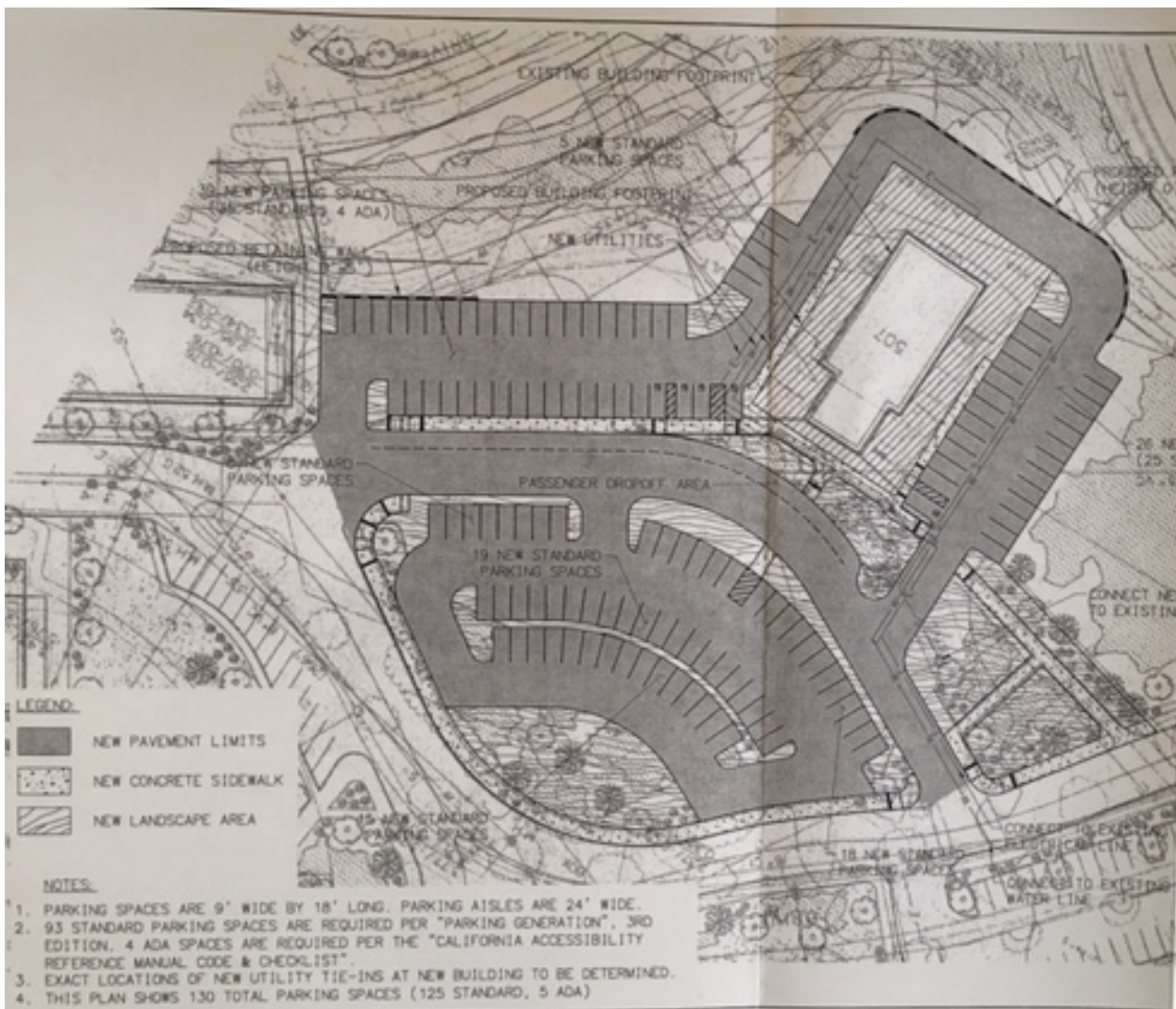
East parking: 5 spaces

Handicap spaces: (one accessible spot for every 25 total spaces): 5 spaces

TOTAL: 120 spaces

Note: New architectural plan not available at this time.

1997 Rendering



Parking Lot: Added Opportunity

Marin Mobile Drive-In started the Hamilton outdoor movie theater revival, so let's keep it alive.

"The Marin Mobile Drive-In is an honest-to-god drive in broadcast on the side of a Hamilton Theater building. You pull into the area, tune your radio to 88.3 FM, sit back and enjoy the show. Homemade treats like cupcakes and brownies are available for purchase, as are hotdogs and popcorn. " ~ **Casey S.**

So let's build the concept into the redesign and add a drive up outdoor screen for live movie showings tuned into an online channel, mounted on the West side of the Hamilton Theater with parallel parking spaces for automobiles.



The **NCO Club** was torn down in the late 1990s for unknown reasons at this time. CA Office of Historic Preservation and the City of Novato have no record of the demolition of this building, We propose to bring it back.

Included here:

Rebuild Cost Estimate

Original Layout

New Layout

Visual Design

Plaza Integration

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*We thank you for your continued consideration of our efforts to contribute to a **World Class Music & Art Hub** at Hamilton Field.*

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NCO Club: Cost Estimate for Rebuild



HAMILTON THEATER CAMPUS PROJECT
 NCO CLUB - BUILDING 511 - REBUILD INTO MARIN MUSIC MUSEUM
 ROUGH-ORDER-OF-MAGNITUDE COST ESTIMATE

Location: Palm Drive, Novato CA

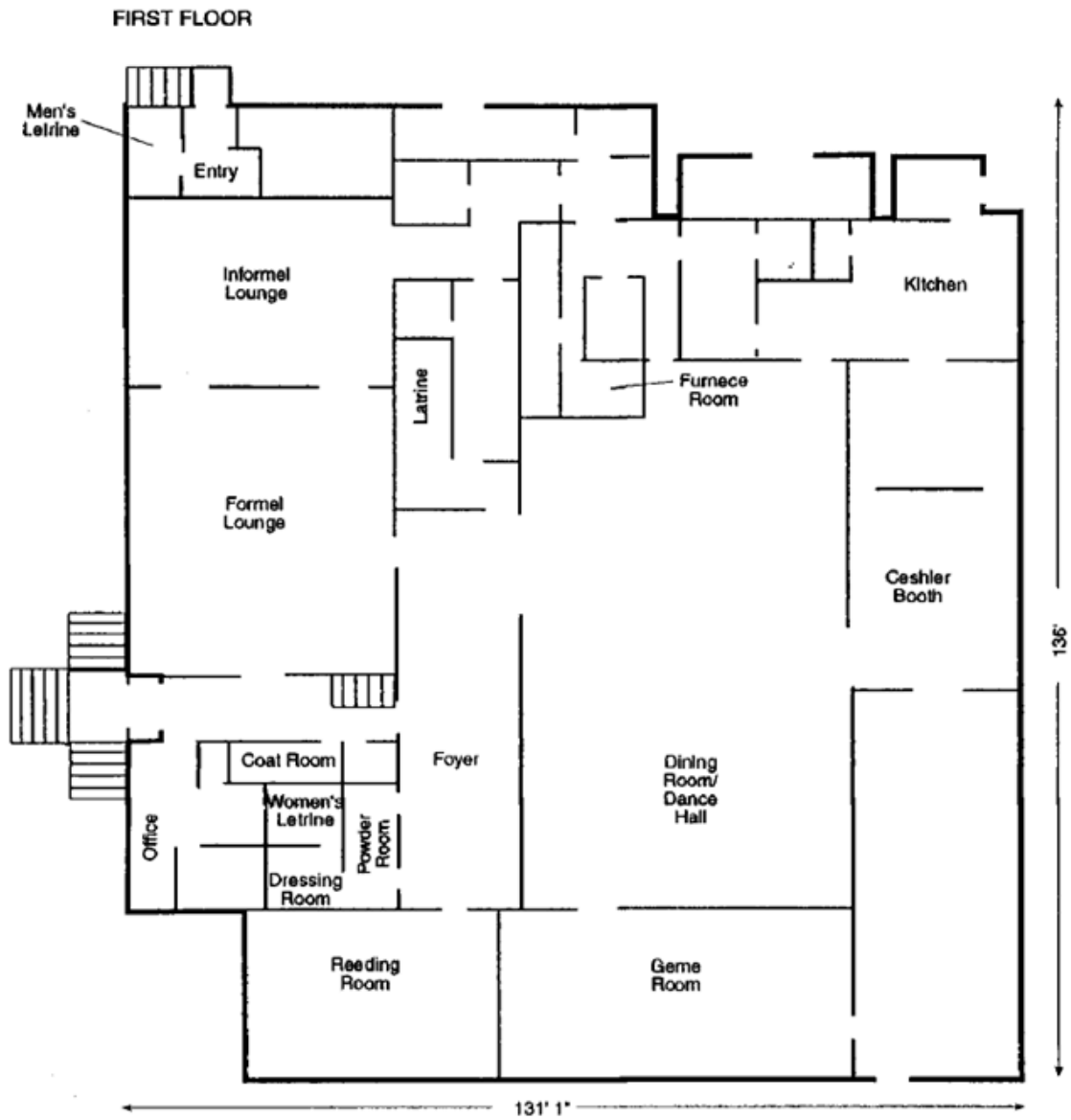
Date: 10/1/2023
 Estimate by: B. Welch / ABL

	DESCRIPTION OF WORK	UNIT PRICE	QUANTITY	COST 2023*
Construction				
1	20,000 sq ft 2 Story Bulding - Rebuild	\$1,250,000 / SHELL	1	\$3,500,000.00
2	Planning - Architectural, Structural, Design		1	\$170,000.00
3	Building, Concrete, and Erection		1	\$800,000.00
4	Pre-engineered steel framing	\$9 / SQFT	1	\$300,000.00
5	Materials			\$1,360,000.00
6	Electrical			
7	Plumbing			
8	Sewers			
9	Grading (aka leveling)			
10	HVAC			\$200,000.00
11	LEED certifications			
12	Labor			
13	Artifact Kiosks			\$60,000.00
14	Sound Proofed Rooms			\$26,000.00
15	Recording Studio			\$56,000.00
16	Temerature Controlled Storage Area			\$40,000.00
17	FFE - Fixtures, Furniture & Equipment			\$175,000.00
18	Bathrooms			\$36,000.00
19	Coffee Shop			\$260,000.00
	General Conditions (10% of Construction Cost)			\$334,000.00
	Overhead (5% of Construction Cost)			\$150,000.00
	Profit (10% of Construction Cost)			\$334,000.00
	Contingency (15% of Construction Cost)			\$460,000.00
CONSTRUCTION SUBTOTAL				\$8,261,000.00
Project Development				
	Foundation Inspection and Remediation (Budget)			\$150,000.00
	Design / Engineering / Administration (15% of Total Construction Cost)			\$150,000.00
	Construction Engineering / Administration Costs (15% of Total Construction Cost)			\$150,000.00
PROJECT DEVELOPMENT SUBTOTAL				\$450,000.00
TOTAL ESTIMATED PROJECT COST				\$8,711,000.00

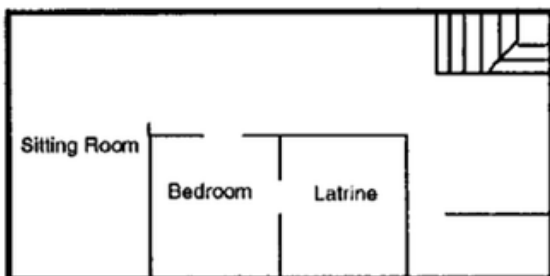
Footnotes:

- 1 4" AC over compacted subgrade, includes earthwork
- 2 Includes removals
- 3 Includes cable and trenching
- 4 Includes replacement / upgrade of exterior transformer and interior building service

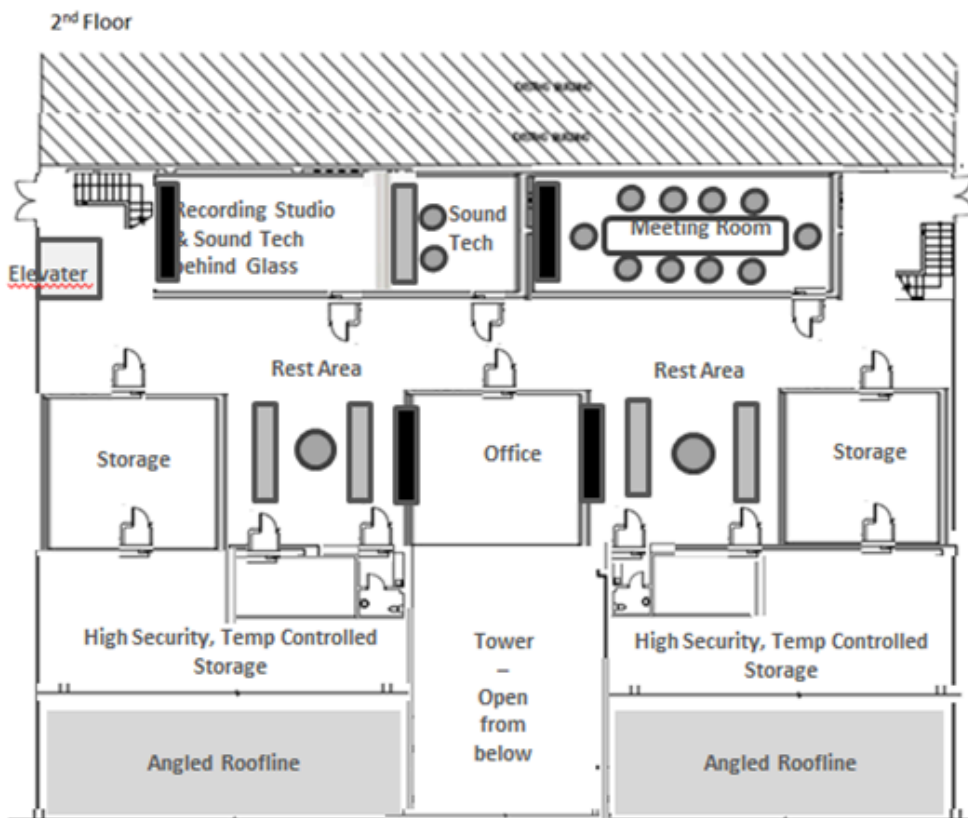
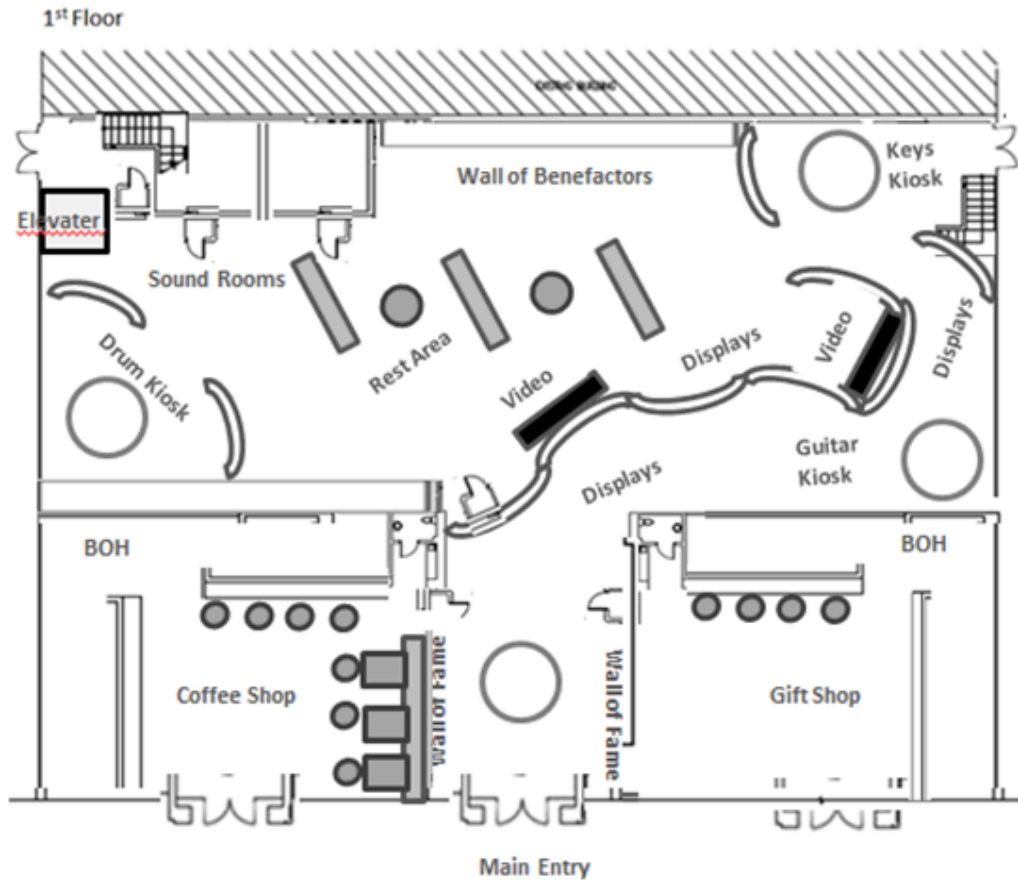
Hamilton NCO Club: Original Layout



SECOND FLOOR



Hamilton NCO Club: New Layout



Hamilton NCO Club: Exterior Visuals & Opportunity



Original exterior



Sample of new exterior; limited to 2 stories



Hamilton NCO Club: Interior Visuals



**MARIN MUSIC & ART
MUSEUM**



Hamilton NCO Club: Interior Visuals



The **Hamilton Amphitheater** is a very unrecognized jewel in our community. It is a magnificent acoustical facility whereby audiences can really see and hear the performances.

Included here:

Suggested Improvements

Visual Design

*We thank you for your continued consideration of our efforts to contribute to a **World Class Music & Art Hub** at Hamilton Field.*

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Hamilton Amphitheater: Cost Estimate



HAMILTON THEATER CAMPUS PROJECT
HAMILTON AMPHITHEATER
ROUGH-ORDER-OF-MAGNITUDE COST ESTIMATE

Location: 500-598 Hamilton Pkwy, Novato, CA 94949

Date: 10/1/2023
Estimate by: B. Welch / ABL

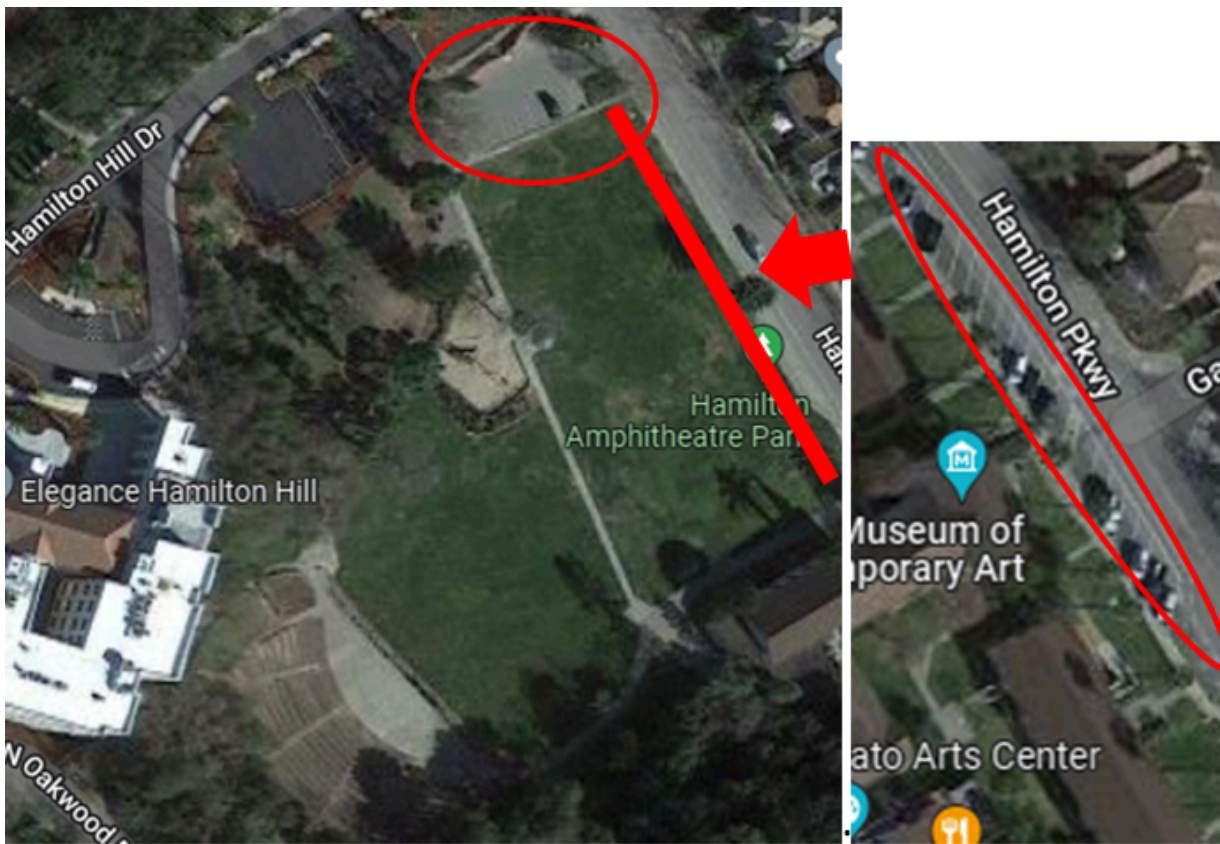
	DESCRIPTION OF WORK	UNIT PRICE	QUANTITY	COST 2023*
Construction				* calculated at 170% since 2006
1	Outdoor Staging Kit - 12' x 28'	\$72,000 / UNIT	1	\$72,000.00
2	Outdoor Staging Kit Install / Anchoring		1	
3	Parking Expansion On Hamilton Parkway - 20 spaces		20	
4	Sidewalk Relocation - move 12' back		1	
5	Electric Expansion - Gazebo		1	
6	Amphitheater Seating Masonry Repair		500	
7	Restroom Repairs		2	
8	Picnic Tables Repair		3	
9	Benches (In memory of)	\$1250 / EACH	8	\$10,000.00
10	Walkpath Repair		3	
11	BBQ Picnic Area - Replacement - 20" x 15" x 10"	\$636 / EACH	1	\$636.00
12				
	General Conditions (10% of Construction Cost)			#REF!
	Overhead (5% of Construction Cost)			#REF!
	Profit (10% of Construction Cost)			#REF!
	Contingency (15% of Construction Cost)			#REF!
CONSTRUCTION SUBTOTAL				#REF!
Project Development				
	Foundation Inspection and Remediation (Budget)			#REF!
	Design / Engineering / Administration (15% of Total Construction Cost)			#REF!
	Construction Engineering / Administration Costs (15% of Total Construction Cost)			#REF!
PROJECT DEVELOPMENT SUBTOTAL				#REF!
TOTAL ESTIMATED PROJECT COST				#REF!

Footnotes:

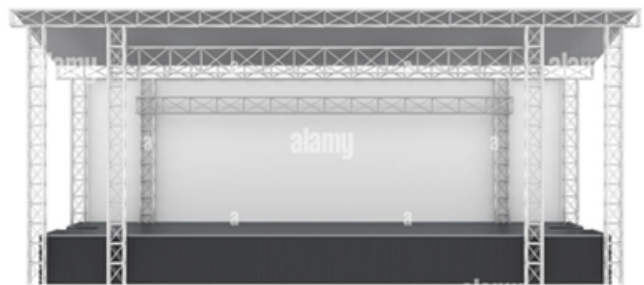
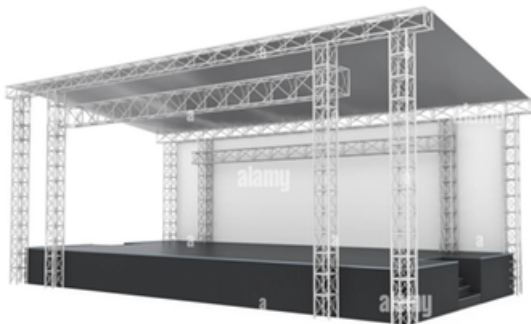
- 1 4" AC over compacted subgrade, includes earthwork
- 2 Includes removals
- 3 Includes cable and trenching
- 4 Includes replacement / upgrade of exterior transformer and interior building service

Hamilton Amphitheater: Parking Expansion, New Benches, Picnic Table Repairs

Parking expansion would include new parallel parking spaces in front of the park along Hamilton Parkway, added ADA parking at the Hamilton Amphitheater Park parking lot, along with 8 new memorial benches and picnic table repairs.



Hamilton Amphitheater: Exterior Staging Kit



The **Hamilton Community Center** unites our community. It is mostly a place that positively impacts our youth, encourages creativity and provides a much needed facility to share information.

Included here:

Suggested Improvements

Plaza Integration

*We thank you for your continued consideration of our efforts to contribute to a **World Class Music & Art Hub** at Hamilton Field.*

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Hamilton Community Center: Cost Estimate



HAMILTON THEATER CAMPUS PROJECT
HAMILTON COMMUNITY CENTER BUILDING 503
ROUGH-ORDER-OF-MAGNITUDE COST ESTIMATE

Location: 503 Palm Dr, Novato, CA 94949

Date: 10/1/2023
Estimate by: B. Welch / ABL

	DESCRIPTION OF WORK	UNIT PRICE	QUANTITY	COST 2023*
Construction				* calculated at 170% since 2006
1	ADA Access Ramps		1	
2	Window Replacements		1	
3	Signage		1	
4	Interior Upgrades		1	
5			1	
6			1	
7			1	
8			1	
	General Conditions (10% of Construction Cost)			#REF!
	Overhead (5% of Construction Cost)			#REF!
	Profit (10% of Construction Cost)			#REF!
	Contingency (15% of Construction Cost)			#REF!
CONSTRUCTION SUBTOTAL				#REF!
Project Development				
	Foundation Inspection and Remediation (Budget)			#REF!
	Design / Engineering / Administration (15% of Total Construction Cost)			#REF!
	Construction Engineering / Administration Costs (15% of Total Construction Cost)			#REF!
PROJECT DEVELOPMENT SUBTOTAL				#REF!
TOTAL ESTIMATED PROJECT COST				#REF!

Footnotes:

- 1 4" AC over compacted subgrade, includes earthwork
- 2 Includes removals
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- 4 Includes replacement / upgrade of exterior transformer and interior building service

Community Center: Modernize



Music, Art & Me
SPRING Creative Arts Classes with Allison DeSalvo

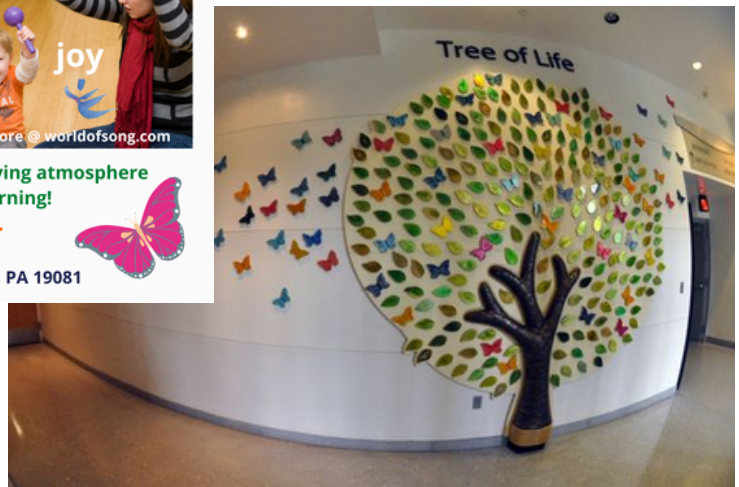
6 Weeks
WEDNESDAY
MORNINGS
Starts April 12
Ages 1 - 4

music story
art play joy
Learn More @ worldofsong.com

Young children get ready for preschool in a loving atmosphere
sparking creativity, growth and learning!

REGISTER: thepac.center

Park Avenue Community Center 129 Park Ave Swarthore, PA 19081



Music is a powerful means of connecting people. It bridges linguistic and cultural divides, and is a vehicle for identity and expression like no other. Collectively, the music ecosystem generates rich social, cultural and economic benefits. A recent report, The Mastering of a Music City, by the global music industry body, IFPI, and its affiliate Music Canada, seeks to inspire cities around the world to cultivate a vibrant music economy within their community and become true Music Cities.

The study identifies **five** essential components of a successful Music City:

- the presence of artists and musicians;
- a thriving music scene;
- available spaces and places for music;
- a receptive and engaged audience;
- and record labels and other music-related businesses.

Music Cities also benefit from multi-level government support for music, including a broader city infrastructure conducive to the sector's development and the availability of effective music education programs.

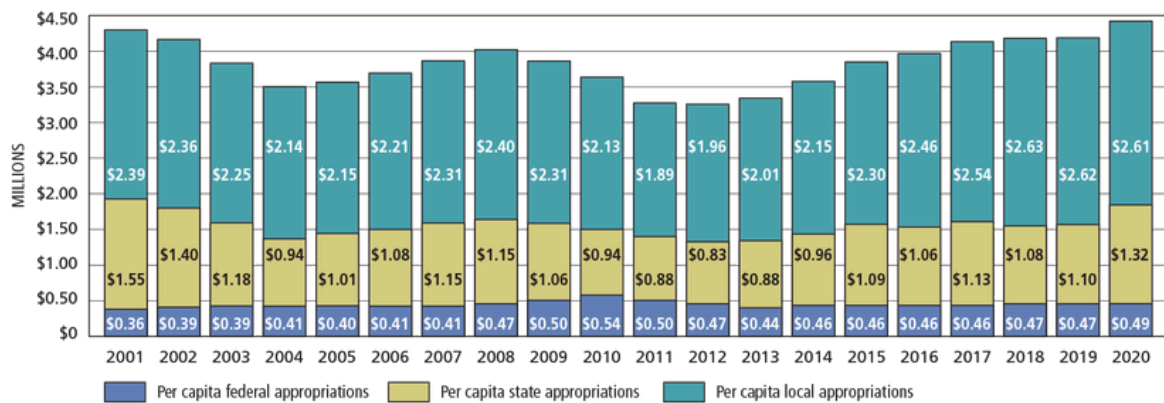
Why is this valuable to the City of Novato?

Music and art fuel job creation, economic growth, tourism development and artistic growth, and strengthens a city's brand. A strong music community attracts highly skilled young workers in all sectors for whom quality of life is a priority. This in turn attracts business investment.

How cities benefit from helping the music industry grow.

The money is out there - if you really want to make this happen. Grantmakers in the Arts are ready to help.

FIGURE 3. Federal, state, and local government per capita appropriations, 2001-2020



Per capita appropriations from federal, state, and local government for the past 20 years showing consistently the largest proportion of funding coming from local government and the smallest proportion of funding coming from the federal government, per capita.

The 2013 Nashville Music Industry report found that the music industry helped create and sustain more than 56,000 local jobs and contributed USD \$5.5 billion to the local economy. In Melbourne, Australia, the 2012 census found that the live music sector alone generated over AUD \$1 billion in spending and supported the equivalent of 116,000 annual full-time jobs. Similarly, UK Music estimated that in 2013 music directly contributed GBP3.8 billion to the UK economy and directly employed 111,000 people.

100% *Music drives economic value.*

Hamilton Theater: Start-Up Income Projection

PRO FORMA PROFIT & LOSS (HAMILTON THEATER)			
SOURCE: FOR-PROFIT ENTITY DATA	HAMILTON ARTS FOUNDATION		
	2026	110% / 2027	110% / 2028
	FORECAST	FORECAST	FORECAST
	2026 Total	2027 Total	2028 Total
Income			
Entertainment Sales	\$144,669.16	\$159,136.08	\$175,049.68
Online Ticketing/Eventbrite	\$25,485.37	\$28,033.91	\$30,837.30
Food Sales	\$406,302.66	\$446,932.92	\$491,626.22
Alcohol Sales	\$383,529.26	\$421,882.19	\$464,070.40
Weekend Day Program	\$60,937.05	\$67,030.76	\$73,733.83
Late Night	\$0.00	\$0.00	\$0.00
Outdoor Events	\$100,000.00	\$110,000.00	\$121,000.00
Consulting	\$18,331.50	\$20,164.65	\$22,181.12
Studio/Services	\$83,279.15	\$91,607.06	\$100,767.77
Late Fees Collected	\$303.23	\$333.55	\$366.90
Private Parties	\$20,000.00	\$35,000.00	\$60,000.00
Membership/Stripe	\$28,000.00	\$30,800.00	\$33,880.00
Total Net Income	\$1,270,837.37	\$1,397,921.11	\$1,537,713.22
Total Gross Income	\$1,126,168.21	\$1,251,785.03	\$1,398,463.54
Cost Of Sales			
Cost Of Sales - Food	\$42,108.33	\$44,213.74	\$46,424.43
Cost of Sales - Meat	\$83,823.49	\$88,014.66	\$92,415.39
Cost of Sales - Bakery	\$1,408.28	\$1,478.70	\$1,552.63
Cost Of Sales - Beverages	\$18,731.25	\$19,667.81	\$20,651.20
Cost Of Sales - Wine	\$86,656.14	\$90,988.95	\$95,538.39
Cost Of Sales - Beer	\$2,513.52	\$2,639.20	\$2,771.16
Cost of Sales - Music	\$837.24	\$879.10	\$923.05
Cost of Sales - Performers	\$104,605.96	\$109,836.26	\$115,328.07
Cost of Sales - Studio	<u>\$66,406.50</u>	<u>\$69,726.83</u>	<u>\$73,213.17</u>
Total Cost Of Sales	\$407,090.70	\$427,445.24	\$448,817.50
Gross Profit	\$863,746.67	\$906,934.00	\$952,280.70

Hamilton Theater: Start-Up Expense Projection

<u>Expenses</u>			
General & Administrative Exp			
Legal & Professional Fees	\$1,650.00	\$1,732.50	\$1,819.13
Permit Fees	\$1,932.37	\$2,028.99	\$2,130.44
Cleaning	\$2,424.26	\$2,545.47	\$2,672.75
General Liability Insurance	\$20,533.60	\$21,560.28	\$22,638.30
Meals	\$129.39	\$135.85	\$142.65
Travel Land	\$647.51	\$679.88	\$713.88
Office Supplies	\$2,702.66	\$2,837.79	\$2,979.68
Office Rentals	\$399.30	\$419.27	\$440.23
Expedited Shipping	\$1.21	\$1.27	\$1.33
Memberships	\$302.50	\$317.63	\$333.51
Broadcast Services	\$315.76	\$331.55	\$348.13
Recruitment Costs	\$181.50	\$190.58	\$200.10
COMPS	\$0.00	\$0.00	\$0.00
VOIDS	\$0.00	\$0.00	\$0.00
Music Royalties	<u>\$3,061.57</u>	<u>\$3,214.64</u>	<u>\$3,375.38</u>
Total General & Administrative Exp	\$48,966.62	\$51,414.95	\$53,985.70
<u>Taxation</u>			
City Tax	\$1,196.02	\$1,255.83	\$1,318.62
State Tax Corporate	\$1,164.02	\$1,222.22	\$1,283.33
BOE Taxes	<u>\$66,278.80</u>	<u>\$69,592.74</u>	<u>\$73,072.38</u>
	\$68,638.85	\$72,070.79	\$75,674.33
<u>Operating Expenses</u>			
Laundry	\$11,438.63	\$12,010.56	\$12,611.09
Decorations	\$454.54	\$477.26	\$501.13
Food Service Supplies	\$9,835.69	\$10,327.48	\$10,843.85
Internet Services	\$3,719.54	\$3,905.52	\$4,100.79
Security Services	\$1,561.43	\$1,639.50	\$1,721.48
Safety Services	<u>\$881.52</u>	<u>\$925.60</u>	<u>\$971.88</u>
Total Operating Expenses	\$27,891.35	\$29,285.91	\$30,750.21
<u>Equipment</u>			
Food Service Equipment	\$2,668.05	\$2,801.45	\$2,941.53
Bar Service Equipment	\$960.70	\$1,008.74	\$1,059.18
Computer Equipment / POS	<u>\$26,425.35</u>	<u>\$27,746.61</u>	<u>\$29,133.95</u>
	\$30,054.10	\$31,556.81	\$33,134.65
<u>Wages & Salaries</u>			
Wages	\$584,160.24	\$613,368.25	\$644,036.67
Employer Payroll Tax Expense	\$91,918.01	\$96,513.91	\$101,339.61
ETT Payable	\$458.28	\$481.19	\$505.25
Tips	\$96,438.27	\$101,260.18	\$106,323.19
Consulting Fees	<u>\$49,518.37</u>	<u>\$51,994.29</u>	<u>\$54,594.00</u>
Total Wages & Salaries	\$822,493.17	\$863,617.83	\$906,798.72
<u>Employee Benefits</u>			
Workers' Compensation	\$31,581.24	\$33,160.30	\$34,818.31
Group Medical Insurance	<u>\$29,569.25</u>	<u>\$31,047.71</u>	<u>\$32,600.10</u>
Total Employee Benefits	\$61,150.49	\$64,208.01	\$67,418.41

Hamilton Theater: Start-Up Net Profit

<u>Occupancy Costs</u>			
Repairs and Maintenance	\$8,054.98	\$8,457.73	\$8,880.62
Utilities	\$43,461.18	\$45,634.24	\$47,915.95
Removal of Waste	\$13,199.04	\$13,859.00	\$14,551.94
Property Tax			
Rent / Lease	\$1.00	\$1.00	\$1.00
Total Occupancy Costs	\$64,716.20	\$67,951.96	\$71,349.51
<u>Bank</u>			
Bank Fees	\$156.09	\$163.89	\$172.09
Payroll Processing Fees	\$4,404.52	\$4,624.75	\$4,855.98
Credit Card Processing	\$23,506.61	\$24,681.94	\$25,916.04
Total Expenses	\$1,151,978.00	\$1,209,576.84	\$1,270,055.64
Non-Profit Discounts	(\$230,395.60)	(\$241,915.37)	(\$254,011.13)
Operating Profit	(\$57,835.73)	(\$60,727.47)	(\$63,763.81)
<u>Supplemental Income: Donations</u>			
Grants	\$50,000.00	\$50,000.00	\$50,000.00
Patrons of The Arts	\$20,000.00	\$25,000.00	\$30,000.00
<u>Other Expenses</u>			
Net Profit / (Loss)	\$12,164.27	\$14,272.53	\$16,236.19

NEXT STEPS

Where do you go from here? Ideally, we plan to use this document to begin the fundraising process, and would like the Novato City Counsel's blessing

This SDG Progress Report is a continuous work in progress - a way for your organization to track its impact and improvements over time. This section outlines your strategy for continuing the good work done so far.

01

Commitment

Novato City Counsel's support confirmed. We will need a letter of intent to memorialize this commitment.

02

Funding Action

Begin fundraising. Set meetings and begin leveraging key funding sources.

03

Development Action

Set up a third party account management to supervise incoming funds based on project development guidelines.

CONCLUSION

Let's preserve our history, and build on what is already here to make a **World Class Art & Music Hub** to be proud of, driving tourism investors, and revenue into our economy.



Hamilton Theater

Summarize the key points here.

- Use bullet points for clarity
 - Add as many as needed
- Use bullet points for clarity

NCO Club

Summarize the key points here.

- Use bullet points for clarity
 - Add as many as needed
- Use bullet points for clarity



Hamilton Amphitheater

Summarize the key points here.

- Use bullet points for clarity
 - Add as many as needed
- Use bullet points for clarity

A vision statement, call-to-action or quote from your leaders are powerful ways to conclude your progress report. Leave your audience inspired, and motivated to help your organization achieve its SDG-aligned goals!

ACKNOWLEDGEMENTS

To date, we have many business supporters to thank

Active Culture Natural Foods
Cafe Restaurant
AreaBeats LLC Marketing
Beso Restaurant
Best Western Novato Oaks
Boca Pizzeria: \$50 Gift Card
Carmen's La Hacienda
Clothes Fit Alterations
COSTCO
Courtyard by Marriot
Dr. Insomnia's Cafe
Golden Gate Opera
Grimani Sound Systems
Hamilton Field History
Museum
Joseph's Shoe & Repair
Lucky's Market, Novato
Mamita Restaurant
Marin Coffee Roasters
Marin Transit
Mary's Pizza Shack
Maya Palenque
Mi Pueblo Restaurant
Safeway, Novato
SF Ballet
SF Opera
Sourdough & Co
The J-B Piano Company
The Kitchen
The Speakeasy Novato
Toast Restaurant
Tuttimelon Ice Cream

We thank you for your continued support in our efforts to
*We thank you for your continued consideration of our efforts to contribute to a **World Class Music & Art Hub** at Hamilton Field.*

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[@hamiltonarts](https://www.instagram.com/hamiltonarts)

Enclosed is a building code analysis.

This section will be completed once architectural design and an accurate building code analysis has been completed.

Insert

We thank you for your continued support in our efforts to *We thank you for your continued consideration of our efforts to contribute to a **World Class Music & Art Hub** at Hamilton Field.*

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Enclosed is a prospective fundraising sources for this project.

TOTAL ROUND 1 (202x): \$22,886,850 grant opportunities
TOTAL ROUND 2 renewals (202x): \$3,560,000
TOTAL ROUND 3 renewals (202x): \$3,560,000

20xx TOTAL COMPLETION: \$30,000,000.00 est.

- I. Grants
- II. Corporate
- III. Online
- IV. Events & Sponsorships
- V. Community
- VI. Tax Credits
- VII. In-Kind Giving

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FUNDRAISING OPPORTUNITIES (2023)

01

Grants - **HISTORIC**

Grant applications from county, state, and federal government programs, and other grant-making foundations will fund the Foundation. Currently, the following grants look the most promising (per year grants ~ apply over 3-5 years).

Private **HISTORIC** Grants: up to \$8,285,200

- American Rescue Plan Act of 2021: American Rescue Plan Grants to Organizations - (up to \$150,000)
- American Rescue Plan Grants to Local Arts Agencies for Sub-granting - (up to \$500,000)
- Andrew W. Mellon Foundation (up to \$150,000)
- Bernard Osher Foundation (up to \$5,000)
- Challenge America - (up to \$10,000)
- Cynthia Woods Mitchell Fund for Historic Interiors – (up to \$10,000)
- ETC Equipment Grants (up to \$5,000)
- Foundation of the American Institute for Conservation (FAIC) – (up to \$1,000)
- Getty Foundation Grant – (up to \$250,000)
- Highland Street Foundation – (up to \$21,700)
- Home Depot’s Framing Hope – (up to \$5,000 in materials)
- Johanna Favrot Fund for Historic Preservation – (up to \$10,000)
- Landmarks of American History and Culture - (up to \$3,000,000)
- Marin Magazine – “Make It Better Foundation” (up to \$10,000)
- MJ Murdock Charitable Trust (up to \$300,000)
- Our Town - (up to \$150,000)
- Paul Bruhn Historic Preservation - (up to \$750,000 per year)
- Peter H. Brink Leadership Fund - (up to \$2,500)
- Regional SAA & ROA Partnership Agreements - (1:1 Match up to \$200,000)
- Research Grants in the Arts - (up to \$100,000)
- Save America's Treasures - (up to \$1,000,000 per year)
- Sustaining Cultural Heritage Collections – (up to \$50,000 planning; \$350,000 implementation)
- The Ahmanson Foundation – (up to \$50,000)
- The Kinsman Foundation – (up to \$5,000)
- The National Endowment Awards NEA - (up to \$200,000)
- The National Endowment for the Humanities (NEH) Division of Public Programs – (1:1 Match; up to \$1,000,000)

FUNDRAISING OPPORTUNITIES

02

Grants - STATE, LOCAL, NATIONAL & FEDERAL

Grant applications from county, state, and federal government programs, and other grant-making foundations will fund the Foundation. Currently, the following grants look the most promising (per year grants ~ apply over 3-5 years).

STATE Grants: up to \$3,710,000

- California Department of Parks & Recreation, Office of Historic Preservation Grant – (up to \$10,000 matching)
- California Cultural and Historical Endowment (CCHE) – (up to \$500,000)
- California Arts Council – up to \$
- Rural Recreation and Tourism Program (RRT) grant Proposition 68 (2018 Bond Act)- (up to \$3,000,000; \$23 million in budget)
- State SAA & ROA Partnership Agreements - (1:1 Match up to \$200,000)
- Side note - Awards submission post construction: Governor's Historic Preservation Awards.

LOCAL Grants: up to \$

- Community Service Fund Program – (up to \$10,000)
- Nonprofit Community Partners Program – (up to \$40,000)
- Marin County Fund (focused on thrive and survive) – up to \$x,xxx
- Giving Marin – up to \$x,xxx

NATIONAL & FEDERAL Grants: up to \$1,255,000

- National Trust Preservation Fund – (up to \$5,000)
- National SAA & ROA Partnership Agreements - (1:1 Match up to \$1,000,000)
- Preserve America Grant – (1:1 Match up to \$250,000)

Side note - Awards submission post construction: Preserve America Presidential Awards

FUNDRAISING OPPORTUNITIES

03

Private Grants - ARTS, MUSIC, MUSEUM & WOMEN OWNED

Grant applications from arts programs, and other grant-making foundations will fund the Foundation. Currently, the following grants look the most promising (per year grants ~ apply over 3-5 years).

Private Grants in the **ARTS** (need further investigation): up to \$775,000+

- The Andy Warhol Foundation for the Visual Arts
- The Fleishhacker Foundation (up to \$750,000)
- The Shubert Foundation
- Union Pacific Foundation (up to \$25,000)
- 304 More Grants in the Arts & Culture Category for “Just” California - <https://california.grantwatch.com/cat/2/arts-and-culture-grants.html>

Private Grants in the **MUSEUMS** (need further investigation): up to \$255,000

- Bill Graham Memorial Foundation’s Grants Program - (up to \$5,000)
- Museums for America - (up to \$250,000)
- The Institute of Museum and Library Services

Private Grants in the **MUSIC** (need further investigation): up to \$90,000

- Levitt AMP Program Foundation (up to \$90,000 over 3 years matching)

WOMEN OWNED (51%) Grants (Startup Funding for Non-Profit): up to \$774,650

- Federated Dept Store Foundation
- Jeannette Rankin Foundation For Low Income Women
- Oprah's Angel Network
- peaChic Grants (\$500)
- The PepsiCo Foundation (up to \$100,000)
- Proctor and Gamble Corporate Giving
- Tides Foundation – Community Vitality - (up to \$674,150)
- Verizon Foundation – tbd
- Whirlpool Foundation - tbd
- <https://www.forbes.com/advisor/business-loans/business-grants-for-women/>
- <https://www.merchantmaverick.com/the-best-business-grants-for-women/>

FUNDRAISING OPPORTUNITIES

04

Private Grants - CORPORATE

Grant applications from corporate programs, and other grant-making foundations will fund the Foundation. Currently, the following grants look the most promising (per year grants ~ apply over 3-5 years).

Corporate **MATCHING**: up to \$100,000

Examples – we need employees to donate & the corporations will match:

- Air Products and Chemicals Up to 2:1 \$5,000
- American Express Up to 2:1 \$8,000
- Avon Up to 2:1 \$15,000
- BP (British Petroleum) 1:01 \$5,000
- Bristol-Myers Squibb 1:01 \$30,000
- Capital Group 2:01 \$5,000
- CarMax 1:01 \$10,000
- Choice Hotels 1:01 \$1,500
- Coca-Cola 2:01 \$20,000
- ExxonMobil Up to 3:1 \$22,500
- FM Global Up to 2:1 \$8,000
- Gap Corporation 1:01 \$10,000
- General Electric 1:01 \$5,000
- IBM 1:01 \$5,000
- Johnson & Johnson Up to 2:1 \$20,000
- MBIA 2:01 \$40,000
- Microsoft 1:01 \$15,000
- Pfizer Up to 1:1 \$15,000
- Salesforce Foundation
- Soros Fund Management Up to 3:1 \$300,000
- State Street Corporation 1:01 \$35,000
- Wells Fargo
- Walt Disney Company

Note: Join doublethedonatio.com to take it up a notch with corporate matching.

FUNDRAISING OPPORTUNITIES

05

Private Grants - CORPORATE

Grant applications from corporate programs,. Currently, the following corporate programs look the most promising (per year grants ~ apply over 3-5 years).

CORPORATE **STAKEHOLDERS:**

- Golden Gate Transit (parking lot investor)
- Marin Access (parking lot investor)
- Unity in Marin & MOCA (overflow parking investor)
- City of Novato

CORPORATE \$1 **CHARITY** Check Out: up to \$875,000

- ACE Hardware: (up to \$50,000)
- Amazon Smile: a simple way for purchasers to support their favorite charitable organization every time they check out, at no cost to them. (up to over 12 months - \$250,000)
- Costco: (up to \$50,000)
- CVS: (up to \$50,000)
- eBay: (up to \$50,000)
- Macys "Make Good Cents": (up to \$50,000)
- PayPal: (up to \$50,000)
- Red Boy & Roundtable Pizza: (up to \$10,000)
- Safeway Check-Out: In Novato, 69% of customers say yes when asked to donate at checkout. (up to over 12 months - \$165,000)
- Starbucks: (up to \$50,000)
- Target: (up to \$50,000)
- Walmart & Sam's Club: (up to \$50,000)

CORPORATE **MARKETING:** up to \$240,000

- Google Ad Grant Program: Free Google Ads to promote fundraising (up to \$10,000 per month free search advertising: up to \$240,000 in ad cost)

FUNDRAISING OPPORTUNITIES

05

Private Grants - CORPORATE

Grant applications from corporate programs,. Currently, the following corporate programs look the most promising (per year grants ~ apply over 3-5 years).

CORPORATE Volunteers: up to \$10,000

- Volunteer Grants - many large corporations let their employees take paid time off to volunteer for local nonprofit organizations. (human capital support - \$10,000)

Examples:

- Aetna – (20 hours; \$300 for every 20 hours)
- Allstate - (16 Hours; Either \$500 or \$1,000 depending on role)
- Conoco Phillips - (20 Hours; \$500 for every 20 hours (Max \$1,000))
- Dell – (10 Hours; \$150 for every 10 hours)
- ExxonMobil – (20 Hours; \$500 for every 20 hours (Max \$2,000))
- Microsoft – (No Minimum; \$25 per hour)
- Outerwall (Coinstar / Redbox) – (10 Hours; \$15 per hour)
- RealNetworks – (10 Hours; \$15 per hour (Max \$900))
- Time Warner and Subsidiaries - (30 Hours; \$500)
- Verizon 50 Hours – (\$750 for every 50 hours (Max \$1,500))

CORPORATE Sponsorships: Raising Funds: up to \$25,000

Sponsorship packages will be sent to Bay Area businesses, music manufacturing companies, music patrons, and any performing arts enthusiasts that own businesses. Currently, the following sponsorships look the most promising:

Examples:

Bank of Marin – event sponsorship

Matt & Jeff's Car Wash – Student Car Wash event sponsorship – (\$500)

RE/Max Gold – ValPak insert sponsorship – (\$550)

FUNDRAISING OPPORTUNITIES

06

DONATIONS & EVENTS

Grant applications from donations and events. Currently, the following ideas look the most promising (per year grants ~ apply over 3-5 years).

DONATION Websites: up to \$150,000

12 of the Best Fundraising Sites for Nonprofits and Individuals

- Donorbox – LIVE - <https://donorbox.org/save-hamilton-theater>
- Fundly – LIVE - <https://fundly.com/save-hamilton-theater>
- 360MatchPro
- Crowdfunder
- Bonfire
- EdCo
- Facebook Fundraising
- GoFundMe
- Indiegogo
- Kickstarter
- Patreon
- PayPal

EVENTS: up to \$150,000

This will include wine tastings, silent auctions, HAF Festival, Battle of the Bands, and Emerging Artists Showcases. Performances during these events will be given pro bono by grant recipients.

Currently, the following events look the most promising:

- Hamilton Amphitheater: Live Performances
- Hamilton Theater parking lot location: Art & Craft Fairs
- Hamilton Theater parking lot location: Classic Car Showcasing
- Hamilton Theater parking lot location: Flea Markets & Farmer's Market
- Hamilton Theater parking lot location: Drive-in Movie Night
- Pledge Drive: For a walk-a-thon, donors can pledge to donate \$5 for every mile that the participant will walk in Hamilton Field.
- Scavenger Hunt: Novato Historical scavenger hunt & wine
- And more.

FUNDRAISING OPPORTUNITIES

07

COMMUNITY & NAMING RIGHTS

Grant applications from corporate programs, and other grant-making foundations will fund the Foundation. Currently, the following grants look the most promising (per year grants ~ apply over 3-5 years).

COMMUNITY Direct: up to \$500,000

- Text-to-Give "or" Text-to-Donate
- Online Raffle
- Email Marketing
- Memberships
- Merchandise

MEMBERSHIPS: up to \$50,000

Sell futures on memberships and tickets to help raise funds.

- Individual \$20/yr.
- Family \$30/yr.
- Student \$10/yr.
- Business \$50/yr.
- Patron \$100/yr.
- Supporting \$200/yr.
- Life, Individual \$350/yr.
- Life, Joint \$500/yr.
- Corporate Membership \$1,000/yr.
- Benefactor \$1,000/yr.

MERCHANDISE: up to \$25,000

- Create compelling merchandise for sale online and at events.

NAMING RIGHTS

- Offer key naming rights to memorial, large donors.