ART HOUSE
PHASE 2
THANK YOU, BILLINGS!

Art House Cinema & Pub came from a hunch... a hunch that Billings is home to a group of people excited about great film, art and culture. Where many laughed at our idea of opening a non-profit theater showing the best independent, documentary, and foreign films... We believed in our city.

While some said, “You'll never be able to sustain yourself”... We knew there were people passionate to see this idea succeed.

While a select few had given up on Downtown Billings as the place to be... We felt right at home among all the creativity and culture.

And you, friends, have proven us right.
In March of 2015, we opened the doors to our 80 seat cinema & pub. We saw our mission established and executed: Stir great conversations through great film, art and culture.

We became a unique destination downtown and found great enthusiasm from our customers desiring to experience great film along with a beer, wine, or soda, and the best popcorn in town.

We began hosting events for those wishing to have a special party or company gathering.

We showcased incredible live music. And both audiences and musicians were appreciative of an engaging venue.

We screened classic films, played Arrested Development Bingo, let patrons vote on what we screened, donated to fundraisers, and brought awareness to local, national, and global causes.

We brought on 42 volunteers who made it all work, and we hired 3 additional staff.

We had the time of our lives.
We have had such a positive response our first year, and we are ahead on our budget projections. This means we've been able to give away more and more.

We've been able to help fund locally made film.

We've given away event space for other non-profits & artists.

We've hosted fund-raisers for important causes and organizations.

We've gifted $4000 to artists and organizations doing good work in our community...

and we're just getting started...
PHASE 1

Everything that Art House has been and done up to this point has simply been a “beta testing” for what’s to come.

“Phase 1” currently only inhabits the front corner of the building.

We’ve loved this quaint little space, but, as you can see, there’s a lot of open room in the building for us to fulfill our grander vision.
Introducing

PHASE 2

3 SCREENS
ARTISAN FOOD
REDESIGNED PUB
7 DAYS A WEEK

Art House is more than just one small room.
Art House is a building.

We want to leverage every square foot of the G&W Building for the sake of film, art, and culture.
Since opening in March 2015, Art House has successfully tested the waters for independent film, music and culture. A one-room all purpose venue for screening and concession limits both, restricting diversity, revenue, growth and sustainability.

3 screens will enable showcasing a variety of films simultaneously - from top independent distributors and major film studios.

3 screens and a dedicated pub space will increase ticket and concession sales without significantly increasing operational costs.

ONE OF THE MAJOR REASONS WE OPENED IN THIS LOCATION WAS DUE TO THE ABILITY TO EXPAND INTO SPACE BEHIND OUR CURRENT THEATER AND FILL THIS NEED FOR LONG-TERM SUCCESS.

But, first, we committed to getting 12 months of business under our belt to better understand the business and to “beta test” our ideas of what an independent theater in Downtown Billings looks like.

We’ve been open 20 months and feel confident in our forecast and projections.

Now’s the time for us to expand and start screening more great films.
We think we’ve got the best concessions and popcorn around, but we’ve always been eager to serve more food options.

NOTHING GOES WITH A GREAT FILM LIKE GOOD FOOD.

There’s something magical about grabbing a bite, taking in a film, and enjoying a provocative conversation all in one space. That thought is so exciting to us.

We’re ready to add great artisan food options to the menu.
Art House’s Mission has always been to stir great conversations through great film, art, and culture.

Whether it’s with a new friend or an old acquaintance, art helps us connect.

Much of our mission came from experiencing an incredible conversation inspired by a film, but struggling to find a natural place to talk.

However, with our screening room and pub space currently in the same space, it’s hard to have good, long conversations. This also means that our bar is closed during screenings, making it hard to just stop by, say “Hi!” and have a drink.

We can’t wait to fix this with a new pub space.

Open 7 Days a Week

With more screens, an artisan food menu, a pub space to connect with friends, and the option to attend a film or not... Why not make it available every day of the week?

Being open 7 days a week not only helps support our bottom line, it also benefits our film bookings as this is something many film distributors desire from their exhibitors.

Here’s to great art everyday of the week.
60+ seat theaters showing films & open for events.

Redesigned pub space perfect for a post film conversation or to drop in for a drink.

New gallery kitchen area crafting artisan pizza, sandwiches, and more.

150+ seat theater showing films along with a platform stage for performances and live events.

We will also be updating the exterior of the building to its original shine. Adding a new marquee, windows in the original style, and glass block lighting features.
WE’VE GOT EVEN MORE
UP OUR SLEEVE...

Our Phase 2 expansion would immediately open the
doors for an amazing film-going experience.
However, this is only the beginning.

Phase 2 will also allow us to explore:

- Adding children’s programming and events.
- Hosting film-making camps and seminars.
- Celebrating more classic films.
- Creating more unique events, film showcases and
festivals, movie discussions, and parties.
- Showcasing more great local and traveling music,
dance, theater, and art.

And much more...
HOW ARE WE GOING TO GET THERE?
PHASE 2 TOTAL COST = $2.1 MILLION

We know...it’s a lot.

HOWEVER, THIS INCLUDES:

Purchase of the entire G&W Building (including La Tinga & Tandy space along with the offices on the 2nd level).
Renovation and city code updates of the property.
All theater tech and equipment.
All pub remodel costs and equipment.

HOW DO WE RAISE THAT MUCH MONEY?

Remember...we are 501(c)(3) not-for-profit organization.

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tax-Deductible Financial Gifts.*</td>
<td>$500,000</td>
</tr>
<tr>
<td>(One-time gifts and monthly pledges.)</td>
<td></td>
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<tr>
<td>Gifts in Kind.</td>
<td>$200,000</td>
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<tr>
<td>City and State Funds.</td>
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<tr>
<td>Grants available for our type of non-profit.</td>
<td>$300,000</td>
</tr>
<tr>
<td>Bank Loans.</td>
<td>Remaining Funds Needed</td>
</tr>
</tbody>
</table>

*Financial support from the community will help leverage available city and state matching funds.
OUR CURRENT GOAL.

$500,000 in Financial Gifts.

As you can see (on the previous page) we have multiple funding avenues that we are pursuing in this process.

The biggest challenge that we’re looking for your help in is committing whatever you can to help us reach our goal of $500,000 in financial gifts.

To reach this goal not only helps in funding Phase 2, but these funds are the life blood for securing funding from other avenues as well (grants, loans, etc.).
ART HOUSE IS MORE THAN ANOTHER FUNDRAISING STORY

We’ve all been there before...
Someone’s asking for money for a giant dream.
You love the idea. You hope it happens.
You also hope someone else will come along to give to it.
We can quickly say, “I don’t have any big money to give.”
or, “If only I were rich, I would love to help out.”

PHASE 2 WILL ONLY HAPPEN IF WE ALL STOP THIS OLD STORY.
The greatest accomplishments around us come because of the will
and the work of the many.

THIS HAS BEEN THE ART HOUSE STORY FROM DAY ONE.
We exist because people like you chose to give what they had...no
matter how small or insignificant it may have seemed.

HELP US TELL THAT STORY AGAIN.
SOME GIVING INCENTIVE.
IN APPRECIATION AND RECOGNITION...OUR WAY OF SAYING THANKS
FOR YOUR FINANCIAL SUPPORT.
These are for funds pledged and given.

- $10 (100 needed)
- $50 (300 avail.)
- $250 (300 avail.)
- $500 (60 needed)
- $1,500 (35 needed)
- $5,000 (15 needed)
- $15,000 (4 needed)
- $50,000 (2 needed)
- $100,000 (1 needed)

Art House Sticker
Limited Edition T-shirt
Buy a seat with your name on it
Your name on the Cast Wall
Prominent recognition on Exec. Producer Wall
Recognition on Producer Wall
Recognition on Associate Producer Wall
Recognition on Associate Producer Wall
Your name on the Cast Wall

Name one of the 2 smaller theaters
Name the new larger theater

Name the new larger theater
Publically unveil Phase 2 plans and begin funding campaign.

- November 2016: 5% of projected costs committed.
- January 2017: 15% of projected costs committed.
- July 2017: 30% of projected costs committed.
- January 2018: 50% of projected costs committed.
- July 2018: Funds raised and ready to break ground!
WAYS YOU CAN GIVE.
EVERY LITTLE BIT COUNTS.

One time gift.
Be creative and find things to sell, pool together with family, and contribute. Look for an option that might work for you or spark an idea on the next page.

Monthly pledge of any amount.
For example: $18 a month goes a long way and those funds could come from buying 1 less coffee per week.

$13 Tips (or any amount).
Everytime you attend a film or event at Art House tip $13. This is the amount you save by attending and purchasing concessions at Art House compared to a film at a larger, chain theater.

Help your business or company get in the game.
Billings is filled with generous businesses. Help those with the checkbook know about what we’re doing, get a tax write off, and let us acknowledge your generousity to everyone around.

Spread the word.
Talk about this and challenge those you know to give what they can along with you.

FOR MORE INFORMATION.
Visit us at...
www.arthousebillings.com

Stop into the theater.
We’d love to talk to you more about what we’re doing. Here you can give through cash, credit, or check.

109 North 30th Street
Billings, MT 59101

Contact us.
Art House Phone - 406-534-1128
Executive Director Email - matt@arthousebillings.com
THANK YOU.