

The
UPTOWN

Center for Arts & Film

www.TheUptown.org



Built in 1936 by notable theater architect John J. Zinc (also designed MacArthur Theater, now CVS).

Opened October 29, 1936 by Warner Bros. as a 1300-seat Movie theater that quickly became a popular entertainment destination.

Art Deco/Waterfall Moderne design features geometric motifs, an ornamental metal marquee, and of course, its famous neon sign.

1978 - Ted and Jim Pedas buy the theater. Sell operations to Cineplex Odeon in 1988 but maintain ownership to today.

March 12, 2020 - Theater closes due to COVID.

June 2022 - Uptown is designated a historic landmark.

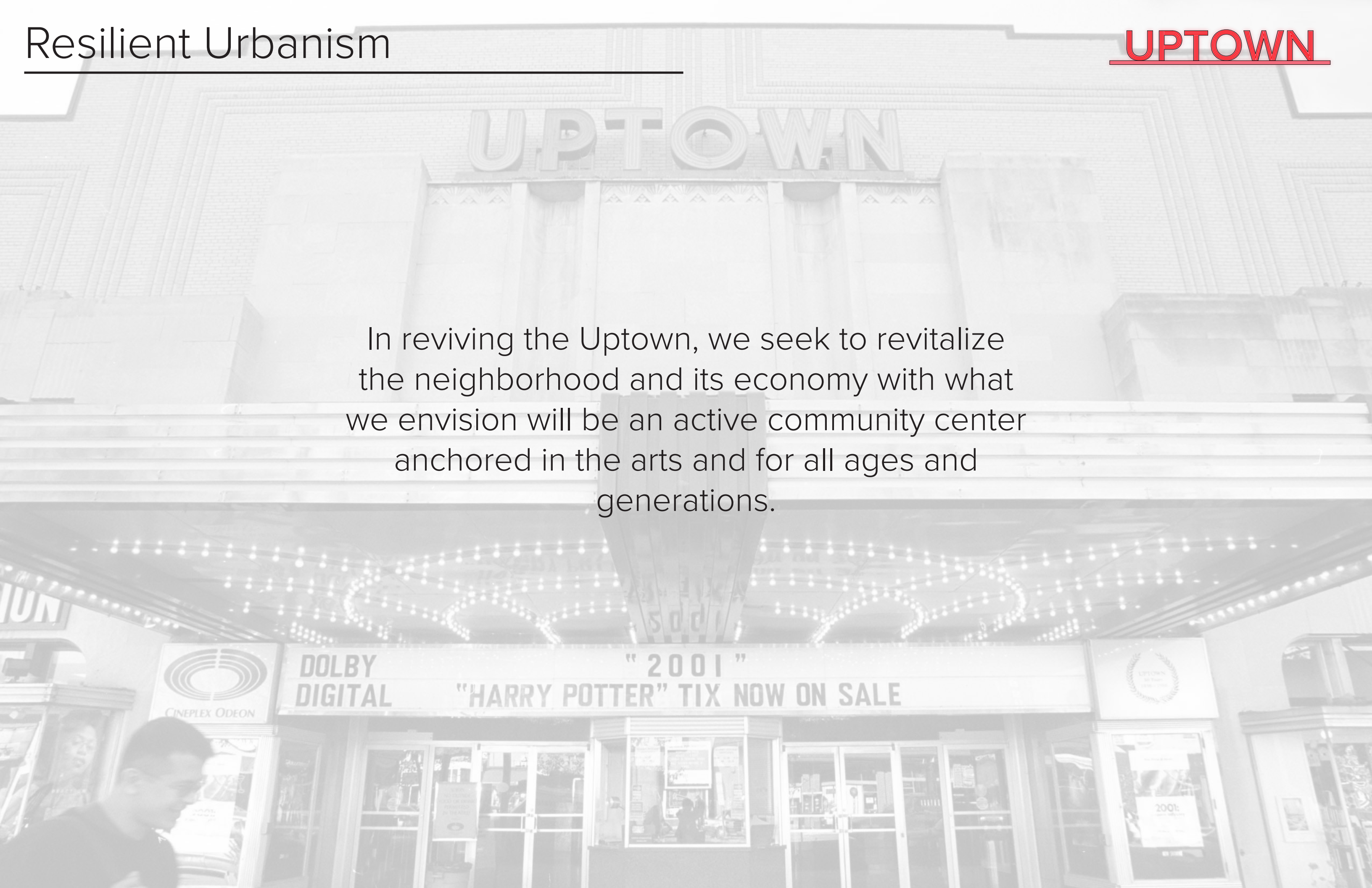
The Uptown Center for Arts & Film in Washington, DC will be a unique, multi-function space for community gathering and engagement featuring **arts creation, entertainment, education, and inspiration.**

What We're Trying to Do

UPTOWN

We seek to bring the historic Uptown Movie theater, which has been shuttered since March 2020 back to the community as a non-profit, multi-function center for **arts, film, and entertainment.**

In reviving the Uptown, we seek to revitalize the neighborhood and its economy with what we envision will be an active community center anchored in the arts and for all ages and generations.



Honor and Celebrate the History

UPTOWN

Shared nostalgia and appreciation for this nearly 100 year old deco theater, the last one in DC still operating as a theater.

Everyone has an Uptown story.

The Uptown for the 21st Century will include three venues and a restaurant:

Lobby Area (*Restaurant, bar, concessions*): 3300 sqft

Main Theater (*375 seats, 1/2 removable*): 4300 sqft seating area, 500 sqft balcony space, 550 sqft stage

2nd Floor entertainment space: 1550 sqft

2nd Floor theater (*50 removable seats*): 825 sqft

2nd Floor Catering Kitchen: 300 sqft

2nd Floor Admin Area: 540 sqft

Roof Deck (*aspirational green roof with beer garden*): 3000 sqft including restrooms/bar

Ground Floor Ticket Booth: *aspirational podcast studio*

Three Venues Designed for Multi-Function with Endless Potential.

Education: classes in theater, film production and post-production, film history, and other arts

Senior activities, classes, and connections

Film Festivals

Movie premieres, private screenings

Receptions before or after a movie premiere or other event in main theater

Birthday parties

Bar and Bat Mitzvahs, weddings

Community and Political meetings

Book talks and other speaker series

Corporate events, retreats

Music concerts, Recitals

Proprietors

Max Zuckerman & Ben Heller,
Doubles Café, Sonny's Pizza, No Kisses, Petworth, DC

Concept

Casual dining located in the main lobby
Serving breakfast, lunch and dinner, 7 days.
The restaurant would operate separately but serve as the
main food and beverage provider to the theater guests.

Comfortably serve all generations

Welcoming open dining/lobby concept

*Include a playful riff on café/pub/diner food sourced locally,
includes concessions*

*Feature a simple menu to allow limited staffing front and
back of house.*

University of DC

Howard University

Imagination Stage

Neighborhood schools
(Maret, WIS, NCRC, DCPS -John Eaton, Oyster Adams)

Adas Israel Congregation

Embassies

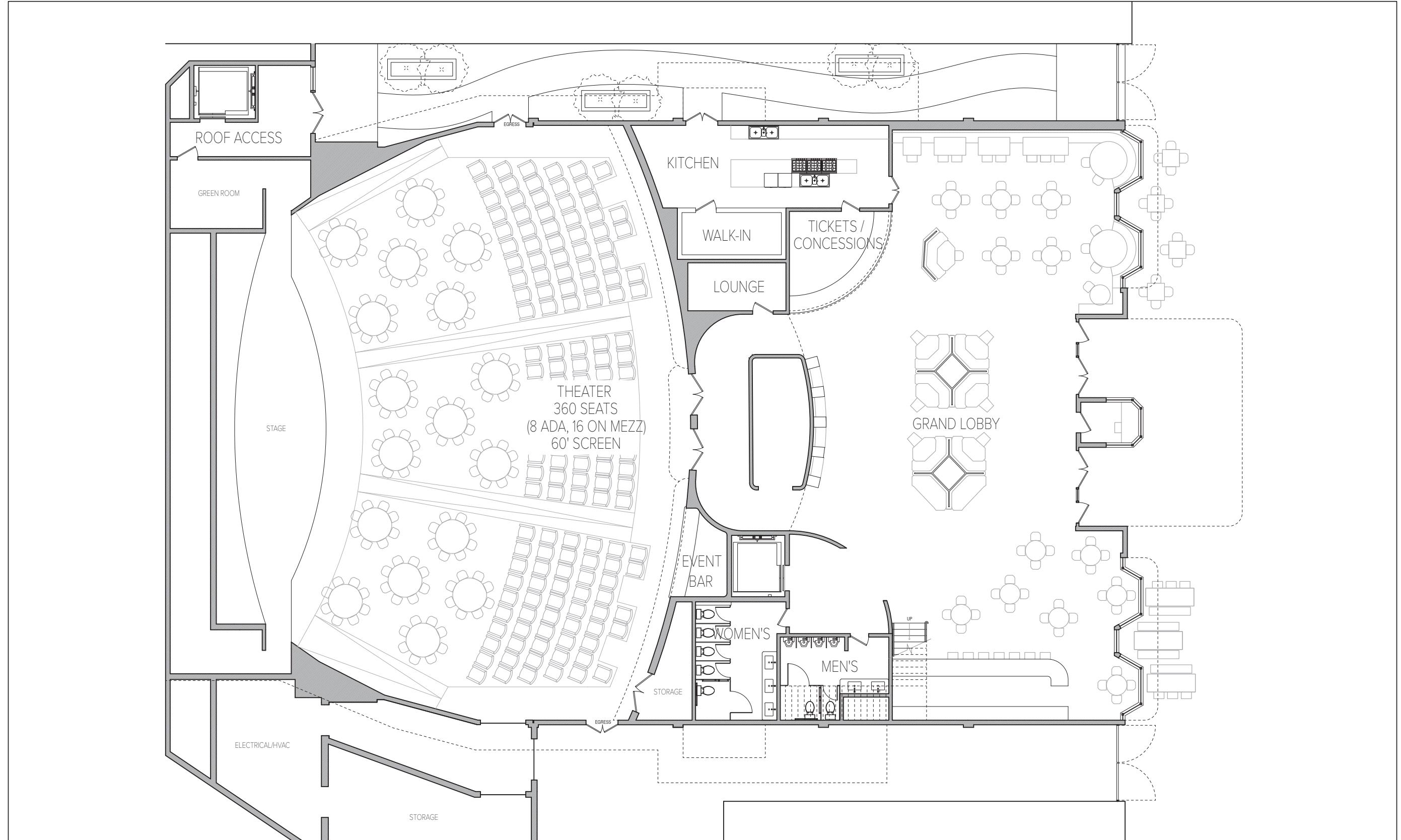
Local and National Film Festivals
*(FilmFestDC, Environment Film Festival, Double Exposure, JxJ DC
Jewish Film and Music Festival)*

Edlavitch DC Jewish Community Center

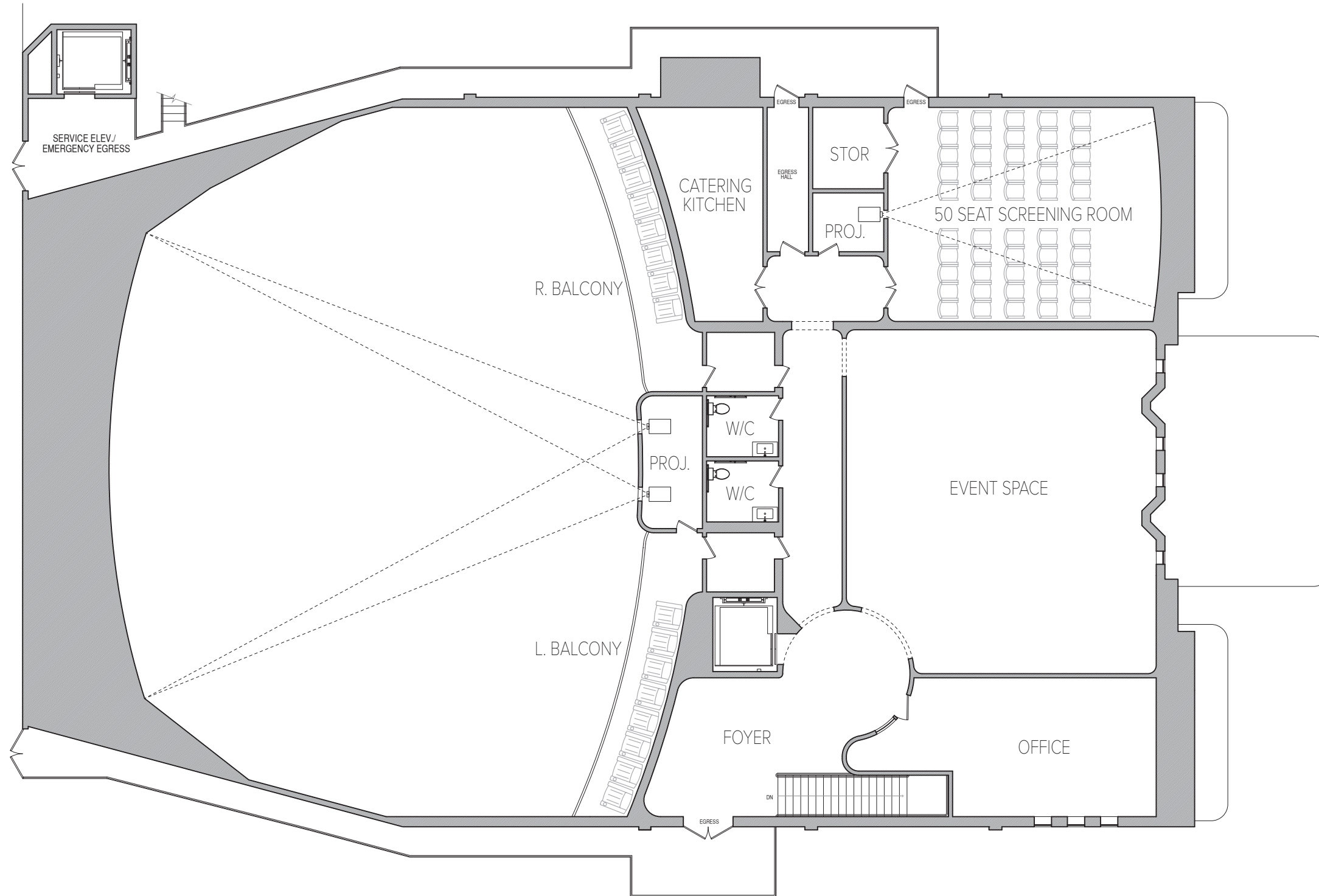
We aim to create a light-filled, open space that allows for multiple uses and interactions over the course of a day, and strengthens this unique focal point along Connecticut Avenue.

The Uptown can be revitalized by elevating the historic elements of the site, honoring the roots of art in our city and creating a vibrant, new gathering space and destination.

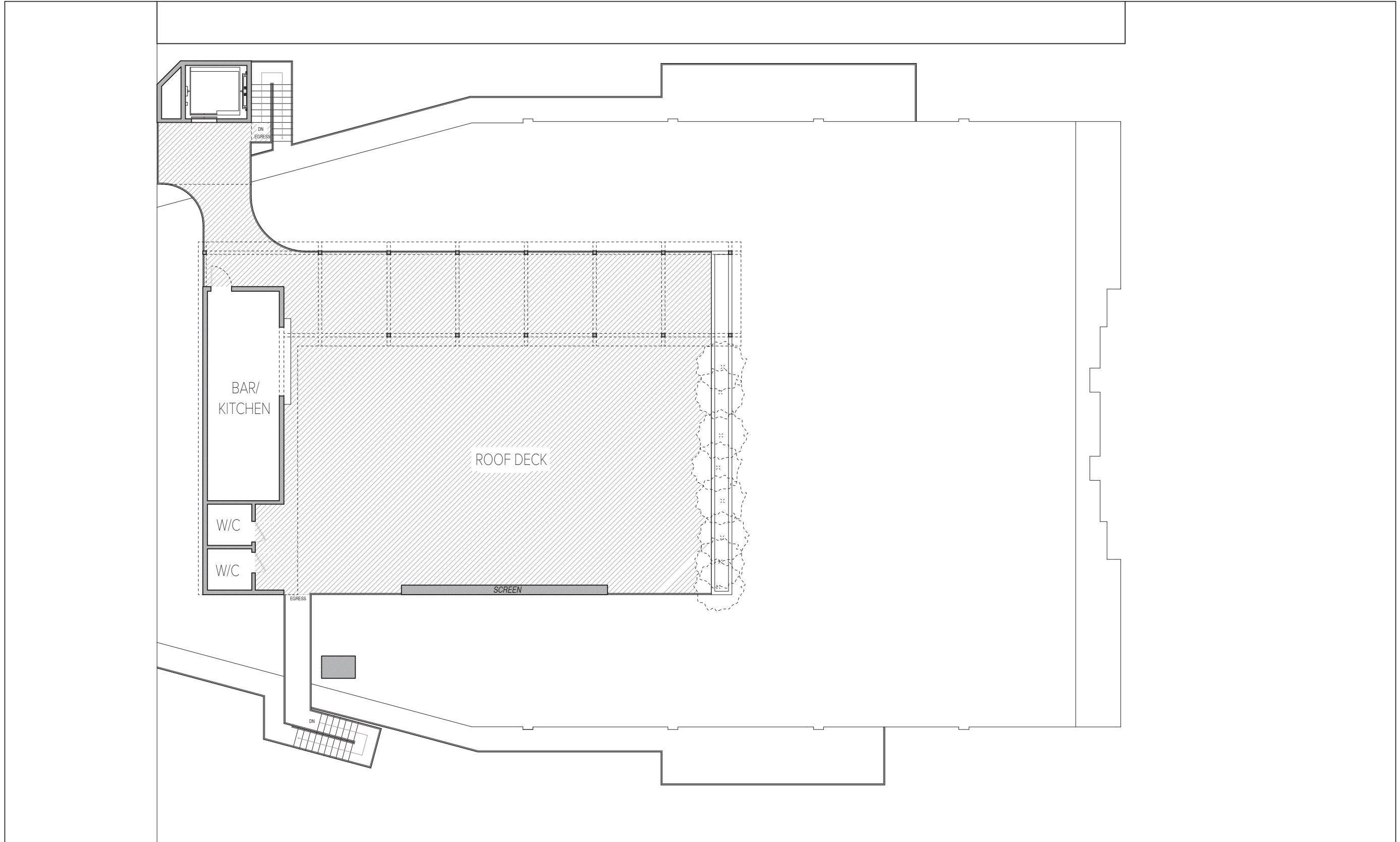
Design - First Floor



Design - Second Floor



Design - Roof Deck







Projected Revenue Model for First Year -
when all parts are fully operable.

Revenue Source	Unit Price	Total/Year
Movie Ticket Sales	\$15-20	\$800,000
Main Theater Rental	\$10-15,000	\$120,000
2nd Fl Reception Space Rental	\$1000	\$24,000
2nd Fl Theater Rental	\$500	\$12,000
Concessions	-	\$200,000
Restaurant Lease	-	\$130,000
Education Classes	\$100/student/month	\$24,000
Grants	-	\$50,000
Annual Fund/Membership	-	\$10,000
Capital Campaign	-	\$75,000
	Total	\$1,445,000

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