

**ARIZONA HISTORICAL ADVISORY COMMISSION**

**Application for Arizona Centennial 2012 Legacy Project Designation**

**AHAC Mission:** Develop, encourage and coordinate a statewide plan for Arizona's centennial in 2012 including advising the legislature and state agencies on centennial history and heritage, arts and culture, assisting the governor's countdown to the centennial to support school children learning about Arizona's history and recommending activities and projects that will ensure lasting accomplishments to commemorate the centennial.

**Vision for Centennial Projects:** Commemorations that encourage all Arizonans to reflect on our unique and authentic history, to experience the rich and diverse tapestry of our heritage, and to explore our promising futures, thus ensuring a lasting legacy.

**Legacy Project Criteria:** This is a request for official designation as an Arizona Centennial Legacy Project. To be considered, the project must 1) accurately portray a significant aspect of Arizona history; 2) be accessible to large number of visitors/users; 3) demonstrate collaboration in the planning; 4) produce an enduring product that will live on after 2012; 5) include an educational component; 6) include a plan for implementation.

Attach a maximum of three pages that address the following areas, in the order listed:

1. General description of the project.
2. Describe how this project meets the Legacy Project criteria.
3. Project timeline. Give details regarding planning and implementation.
4. Describe the project location.
5. List project partners, if applicable.
6. Attach a proposed budget, showing total project cost and funding sources.

Name of project: **Centennial Theatre Foundation**

Contact person: **Ben Tyler**

Address: **1606 E. Laguna Dr.** *Tempe AZ 85282*

Telephone Number: **Home: 480-820-9193**      **Cell: 480-213-6086**

Email address: **helbent@cox.net**

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Date

*July 5<sup>TH</sup>, 2008*

The Arizona Historical Advisory Commission will review the Committee's recommendations and make final decisions regarding Legacy Project designations. Submit application to:

Arizona Historical Advisory Committee  
1700 W Washington, Suite 200  
Phoenix, AZ 85007

## **General Description Of Project**

Through the medium of live theatre, The Arizona Centennial Theatre Foundation defines Arizona's identity for new generations and for the world.

The Centennial Theatre Foundation will put out a global call for submissions of new plays and musicals for The Centennial Series. A review committee would read, analyze and discuss the submissions. By vote the committee will select ten plays for production. These 10 plays will represent various theatrical genres: comedies, dramas, thrillers and musicals, all of them defining a particular decade of Arizona's first 100 years. These plays would establish the foundation of the Series. Once established, the foundation would continue the call for new works to be developed and produced for the Series, well beyond the centennial year of 2012.

When a play is selected, it would progress to production in three stages. First it would receive a staged reading with an audience. Secondly it would be work shopped at The Theatre Artist's Studio, in north Phoenix. From there the plays would receive a fully realized production by an Arizona theatre company, either professional or community. After this initial production, they will go on the road and play statewide for many Arizona communities. A Centennial Series circuit would be developed, in conjunction with the Arizona Historical Society, AZ Centennial Theatre would bring the plays not only to Arizona's major cities, but also to the smaller rural communities that don't currently have access to live theatre.

The subjects and themes available are many and varied. This is not exclusively a collection of historical stories. The stories may be purely fictional, but what they must have in common is a sense of place, time and sensibility.

Produced and presented in this way, the Centennial Series will become an Arizona tradition, a theatrical version of Arizona Highways. It will preserve Arizona stories and inspire playwrights from all over the world to create new Arizona plays, perhaps until the bicentennial.

## Legacy Project Criteria

1) Accurately portray a significant aspect of Arizona history

These plays will be extensively researched. In addition to the work of the playwright, *The Centennial Series* production team would include the research of dramaturges, librarians, archivists and historians.

2) Be accessible to large number of visitors/users

The visitors/users in this case, are the audiences. In addition to their initial productions, these plays would tour the state, dramatically expanding public access. This will be accomplished by a bus and truck system to move cast, crews and sets.

3) Demonstrate collaboration in the planning

Theatre, by its very nature, is a collaborative art form. It requires collection of many artists developing these plays. The playwright, the director, the cast of actors and designers of light, sound, sets and costumes are all necessary to create *The Centennial Series*. These theatre artists are responsible for the presenting the play. Writing the play creates other needs. The role of the dramaturge/researcher is critical for accuracy. In addition, Arizona's many museums, it's libraries and staff will be valuable contributors.

4) Produce an enduring product that will live on after 2012

These plays will establish the foundation for a new tradition of telling Arizona's stories, via the stage, for years to come. Perhaps even to Arizona's bicentennial.

5) Educational component

The educational component is inherent in the work. This is history presented in a compelling form of story telling. These first ten plays will manifest Arizona's first 100 years in a manner that passes on Arizona's history to children and adults more effectively than any other medium.

6) Plan for implementation.

Please see attached.

Arizona Centennial Theatre presents: *The Centennial Series*

## Plan For Implementation

I have just recently created a non-profit 501 (c) 3 that is called Arizona Centennial Theatre Foundation. Upon receiving designation as a Legacy Project the foundation will begin recruiting a board of directors. Once the board is seated, we will begin fundraising in earnest. I have verbal commitments from several prominent Arizonans. Now that the non-profit is official, I am waiting for designation to make a formal request and officially seat the board.

The first fundraising step will be a mounting a production of the existing play, *The Wallace & Ladmo Show*. This will serve two purposes. First, proceeds from the production will generate start up funds. Second, the production will generate publicity for the Foundation.

The board will approach both the public sector and government sources for funding. These funds will be used for four primary purposes:

1. To provide the foundation with staffing salaries.
2. To solicit new plays from playwrights, both nationally and internationally.
3. To create a production fund for the plays. These production funds will be awarded to the Arizona theatre company that agrees to produce the plays.
4. To provide funding to tour the plays statewide.