



**CITY OF KIRKLAND**  
**Department of Finance & Administration**  
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## **MEMORANDUM**

**To:** Kurt Triplett, City Manager

**From:** Tracey Dunlap, Director of Finance & Administration  
Chris Dodd, Facilities Services Manager

**Date:** October 9, 2014

**Subject:** KIRKLAND PERFORMANCE CENTER SPECIAL PRESENTATION

### **RECOMMENDATION:**

Council approves an accelerated schedule to repaint the marquee and replace lobby flooring at the Kirkland Performing Arts Center.

### **BACKGROUND DISCUSSION:**

The City has received a request from the Kirkland Performance Center (KPC) to accelerate planned improvements. The request is described as follows:

*Every day, thousands of potential patrons drive past the Kirkland Performance Center. A majority of the passersby, even longtime local residents, have no idea that a world-class, state-of-the-art theater is hiding in plain sight behind a dull, lifeless and outdated façade. It has been said that the Kirkland Performance Center is the best kept secret on the Eastside.*

*As with any product or service, branding and packaging sets the tone and expectations of potential customers, clients, or patrons. For the KPC, the "packaging" is the street-facing exterior of our theater and our lobby, both of which are in desperate need of renovation.*

*With a relatively modest investment of \$25,000, much can be achieved in a short time frame. To begin, re-painting the street-facing exterior of our building (excluding brick surfaces) to brighten and update the marquee and facade. Additionally, replace the worn, outdated lobby flooring that is walked on by more than 100,000 feet each year. The state of the flooring is increasingly being remarked upon by patrons, would-be partners, and people and businesses interested in renting the theater. Completing these projects would create a better patron experience, and attract new rental partners and performing artists.*

The City of Kirkland owns and maintains the major infrastructure of this facility, including painting and flooring. The schedule for these requested projects was to be completed in 2017-2018. However, upon recent inspection, and considering the high volume of patrons that visit the facility, Facilities Services supports moving forward with the accelerated schedule for these items. The City has already set aside over \$28,000 in the facilities sinking fund for these projects. If approved by Council, these projects will be managed by Kirkland's Facilities Services in consultation with the KPC, with budgets and future sinking funds adjusted accordingly.