



# CAPITAL CAMPAIGN

## for Wide Angle's Studios at the Service Center



**Digital media is the language that shapes our contemporary society.**

Whether for learning, business, social interaction, activism, or entertainment, digital media influences everything from who we vote for to how we spend our money and the communities we join and embrace.

**Through media arts education, Wide Angle Youth Media cultivates and amplifies the voices of Baltimore youth to engage audiences across generational, cultural, and social divides.**

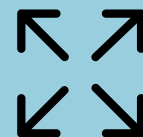
Now, after more than 20 years of learning, creating, and building, we have an incredible opportunity:

**Wide Angle has been invited by Seawall Development to serve as lead tenant of the new Service Center building on Howard Street** – a civically engaged building with two floors of commercial space and four floors of living space for those working in the civic leadership sector in Baltimore. Importantly, the Service Center is a chance to expand our physical footprint and build Wide Angle’s first-ever state-of-the-art community center, learning lab, and production space.



### WHY? WE'RE OUT OF SPACE

- Wide Angle is serving record numbers of youth - 625 in FY22 alone (vs. our annual goal of 400) - with a record number of staff.
- **We're turning away fee-for-service opportunities** - losing over \$100k in revenue each year due to physical capacity restrictions
- Wide Angle's current lease of 2,800 square feet at Miller's Court is up on July 31, 2024.
- In the coming years, our professional programs **will require upwards of 9,000 square feet.**



Wide Angle’s Studios at the Service Center will more than triple our current space at a lower cost per-square-foot than our current lease.

## PICTURE THIS

- An airy, light-filled lobby and gallery space for gathering
- A mixed-use 2,000-square-foot venue for production, training, community events, and screenings
- Media Lab classrooms with the latest technology
- Post-production suites loaded with the latest industry-standard video, graphics, and audio editing software



## CAMPAIGN TIMELINE

To build out our dream studios, Wide Angle is embarking on a \$5M, 24-month campaign.

### PHASE 1 Planning & Lead Gifts

*Schematic plans & term sheet approved (complete)*

- 11/22 - Lease signed
- 12/22 - Interior of space designed
- WINTER '23 - Ground breaking begins

### PHASE 2 Public Gifts

*Construction & secure government support (ongoing)*

- FALL '23 - Launch public capital campaign
- SPRING '24 - Tenant build-out begins

### PHASE 3 Celebration & Public Recognition

*Close Out construction*

- FALL - WINTER '24 - Move-in & Launch programs

2022

2023

2024



## WHAT WE WILL ACCOMPLISH

- **expanding our team** with 12+ new staff positions over 5 years
- **generating revenue streams** to direct more funds to youth supports
- **developing programs** through school system partnerships, pre-apprenticeships, added high school media tracks, new middle school sites, & Baltimore County expansion
- **becoming a community hub** for family events, town halls, & more
- **opening our own gallery** to host event series and media residencies
- **broadening regional influence** by supporting advocacy efforts & training employers for a more diverse workforce



## ▶▶ SNEAK PREVIEW: THE IMPACT OF OUR GROWTH

### Over just our first 5 years at the Service Center:

- **2,500+** program participants served
- **60,000+** hours of workforce training for apprentices & interns
- **4.5+ million** live and virtual audience members across the world
- **\$1,750,000+** directly invested in youth through wages & stipends