



# CAMPAIGN OVERVIEW

# REVITALIZING THE REGAL

The Robert O'Neal Multicultural Arts Center (ROMAC) has a transformational vision to become a premier arts institution returning cultural and economic vitality to a once vibrant African American-led commercial and artistic district in Cincinnati's West End.

**The Regal Theater stands at the center of that vision**, a nationally-recognized historic landmark that provided generations in the neighborhood with a movie theatre, live music venue, and gathering space.

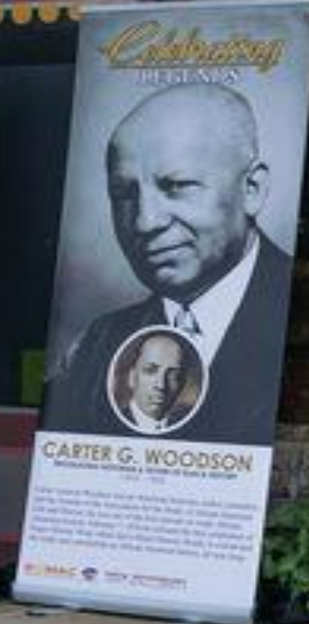
ROMAC plans to renovate and reimagine the Regal as its permanent home. In addition to **restoring a thriving cultural hub to the West End's African American community**, the project will provide the neighborhood with a new arts and performance center, employment and career development opportunities for youth and artists, and co-working space for other arts groups in the region.



ANOTHER  
HISTORIC  
STABILIZATION  
IN PROGRESS

THE PORT

SSRG  
Tough Jobs. Done Well



01 ABOUT ROMAC

# A STORIED PAST

In 1972, artist and community advocate Robert O'Neal and other community leaders developed the concept of the "Art Consortium of Cincinnati" (ACC) with a mission to celebrate, advance and preserve African and American culture and achievement through art, history and education. Consortium leaders mentored Black artists and offered classes in subjects such as art, music, dancing and fencing at the center in the West End.

For 33 years, ACC supported thousands of talented artists and Black leaders. **The ACC was often the only place where emerging Black artists could display their work it and gave professional and national artists a place to flourish.**



*Robert O'Neal with poet Nikki Giovanni  
at an ACC event*



# A TROUBLED PRESENT

African American artists in Cincinnati have historically had support from the community for the preservation and promotion of African American history, Black art, BIPOC creatives, and female artists, but the closure of the Arts Consortium of Cincinnati in **2009 left these artists without resources and limited opportunities to expand their craft in the city.**

The West End neighborhood in Cincinnati is facing many challenges due to insufficient investment in both its infrastructure and people. **Youth residents in particular have limited opportunities**, with violence in the neighborhood a life-threatening and ever-present challenge.



# ABOUT ROMAC

In response to the community's critical needs, Toilynn O'Neal Turner established ROMAC in 2019 in her father's honor with a mission to celebrate, advance, and preserve African and African American culture and achievement through the arts, history, and education, while also uplifting the rich diversity of artists and cultures in the region.

**ROMAC's vision is to be a premier arts institution that returns arts access to Cincinnati's West End, provides an administrative home for Cincinnati creatives of color, and injects an economic boost to the historic neighborhood.**



# OUR PROGRAMS

Over the past four years, ROMAC has dedicated itself to providing high-quality arts programming accessible to BIPOC communities and others. With a special emphasis on serving the West End, ROMAC has prioritized delivering art and resources through four key programs:

## ROMAC STREAM

Science, Technology, Reading, Entrepreneurship, Art, Mathematics kits and programming to address the education gap and keep middle-school students excited about learning

IMPACT

**100 Students Served**

## ARTrepreneur

Teaching youth the business of art to develop their entrepreneurial skills and encourage them to think creatively and critically about turning their passion for art into a viable career

IMPACT

**25 Youth Served**

## ART 4 Us

Free public program for youth and teens in visual arts, performing arts, and textile arts that celebrates diverse artistic expression and cultural traditions

IMPACT

**300+ Youth and Artists Served**

## WEST END ART SERIES

Series dedicated to both performing and visual arts that enhances ROMAC's Sanaa Festival, supporting multicultural arts organizations. Makes arts accessible to underserved Cincinnati residents.

IMPACT

**400+ Residents Served**





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ROMAC AT THE REGAL



# THE REGAL THEATER

The Regal Theater has been a landmark at the intersection of Linn Street and Clark Street in Cincinnati's West End neighborhood for more than a century. It opened as the Casino Theater in 1914 and was renamed The Regal in 1941.

Featuring 1,500 seats, the venue opened with a stage for vaudeville and other live acts before transitioning to cinema.

In the 1940s and '50s, after the last feature film of the day, The Regal hosted jazz musicians—from Ray Charles to Count Basie to Sarah Vaughan—late into the evening.

The Regal closed its doors in 1996 and has since fallen into disrepair.



# READY FOR AN ENCORE

The Regal stands alone as the only reminder of the vibrant African American-led commercial and artistic district that once thrived in the West End. The Regal Theatre was purchased in 2013 by the Hamilton County Landbank and listed on the National Register of Historic Places in 2022.

The theater is important for more than just its architecture, it is significant as a place that promoted Black culture through films and entertainment acts during and after Jim Crow segregation.

While the building was stabilized a decade ago, it is in a state of disrepair and in need of rehabilitation.





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THE PLAN

# REBIRTH OF THE REGAL

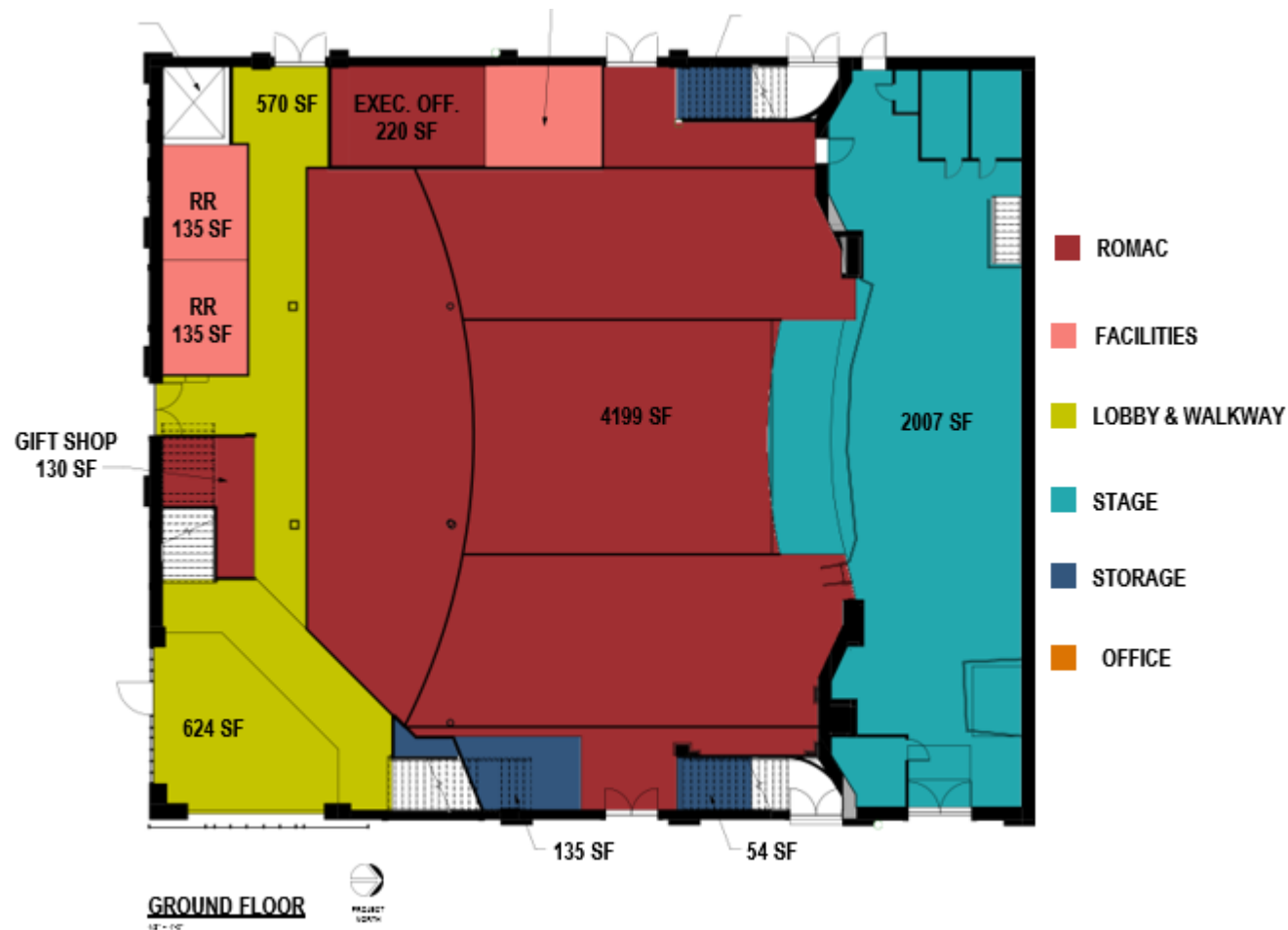
- Renovation of the Regal Theater is a **catalyst and anchor for redevelopment in the West End.**
- The Regal is **a neighborhood beacon and tangible symbol for the community** as it strives to protect its culture and history.
- ROMAC honors the rich heritage of the Regal Theater, **valuing its character and sense of place, capitalizing on prior investments** in infrastructure and development, and **encouraging partnerships** with existing businesses and community organizations.



# THE SPACE

The renovation of the 18,750 square foot historic Regal Theater will house the programmatic and commercial offerings of the creative hub.

- ROMAC will be a multi-use space that houses the arts and design in a hybrid business model.
- ROMAC will make the space available to artists and groups who may not otherwise have access to a professionally equipped and accessible facility or the cultural mainstream
- ROMAC will maintain an annual cultural arts activity calendar for the community.



# OUR IMPACT

ROMAC's plans to renovate the Regal Theater as its permanent home and design hub will have the following impact in the West End:

- Create **100 jobs/economic opportunities** for young people, artists, West End residents
- Provide **300+ exhibitions, community programs, and educational opportunities** offered annually
- Provide **maker space for 50+ community members**, with coworking and office options
- Develop **50+ cultural events**, including community gatherings, music, cultural festivals annually that will bring the community together
- Provide an education center featuring **200+ free/low-cost, community-focused and advanced classes** offered year-round



# KEY PARTNERS / SUSTAINABILITY PLAN

The primary anchor of this project is **ROMAC**, a non-profit organization that will house arts offerings (gallery, community programming, and local African American history) and drive most community engagement activities.

**The Katalyst Group** will be a key partner, Katalyst is a Cincinnati-based marketing organization led by Sean Rugless with over 20 years of experience in brand strategy, design, inclusion consulting, and brand experience.

This hybrid business model reduces risk for both institutions as it combines for-profit partnerships and earned revenue to help offset overhead costs to a non-profit arts and culture entity, adding sustainability to an arts and culture offering.



# CREATING A MULTICULTURAL CREATIVE HUB

Through a common thread of cultural creativity, the model is comprised of bringing **three components** into **one dynamic creative offering**:



## **African American Arts + History + Culture**

- Provide a home to Cincinnati's BIPOC artists
- House exhibitions, galleries, theatre & educational and community programming
- Celebrate legacy and history of the West End's African American community



## **Full-Service Marketing Agency and Co-Working Space**

- Host a full-service commercial branding and creative services agenda and co-working space with studios for creatives of color



## **Event and Entertainment Venue**

- ROMAC at The Regal will be home to regional and national performances
- Develop a street-level retail/restaurant/café offers the West End community a local entertainment amenity.



# OUR BOLD VISION

## RESTORE THE WEST END'S LAST REMAINING CULTURAL LANDMARK

Reimagine and save the historic Regal Theater to serve as a sustainable base of operations for ROMAC

## INVEST IN THE WEST END & ITS RESIDENTS

Create cultural and entertainment hub for youth and arts programming, performance, and career development training in the arts, and community events

## CREATE A REGIONAL ARTISTIC AND CULTURAL WORKFORCE

Provide co-working space for designers and arts groups where emerging artists can grow their creative skills and entrepreneurial capacity

**\$15 MILLION**



# PROJECT BUDGET

RENOVATION OF NEW HOME	COST
Construction	\$8,995,655
Soft Costs	\$2,460,425
Developer Fee	\$1,400,869
Property Acquisition	\$1
<b>SUBTOTAL</b>	<b>\$12,856,950</b>

PROGRAM GROWTH & FUTURE INNOVATION	COST
Operations (facility, technology, equipment, security)	\$1,493,050
People & Programs (staff & benefits, program innovations)	\$650,000
<b>SUBTOTAL</b>	<b>\$2,143,050</b>
<b>TOTAL PROJECT COSTS</b>	<b>\$15,000,000</b>



# CAPITAL STACK

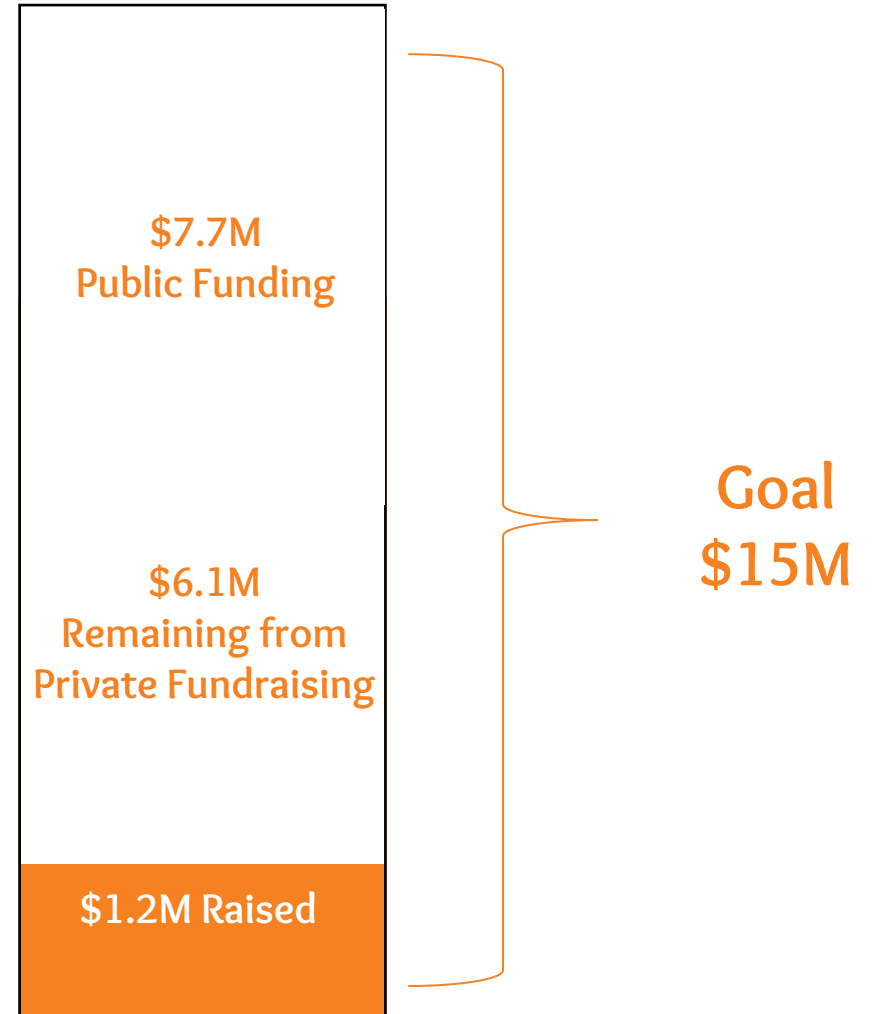
PUBLIC FUNDING	
Ohio State Capital Grant	\$1,000,000
New Markets Tax Credit Equity	\$3,650,000
Federal Historic Preservation Tax Credit Equity	\$1,886,793
State Historic Preservation Tax Credit Equity	\$1,200,000
<b>SUBTOTAL</b>	<b>\$7,736,793</b>

PRIVATE FUNDING	
Non-Profit / Equity Fundraising	\$7,262,807
<b>SUBTOTAL</b>	<b>\$7,262,807</b>
<b>TOTAL FUNDING</b>	<b>\$15,000,000</b>



# CAMPAIGN PROGRESS

More than \$1.2 million has been raised for the project to date. Additional opportunity for tax credits and public funding is estimated to provide at least another \$7.7 million for the project.



# OUR SUPPORTERS AND PARTNERS

City of Cincinnati	State of Ohio	Carol Ann and Ralph V. Haile, Jr. Foundation
Western & Southern	ROMAC Board of Trustees	Cincinnati Black Theatre Company
Black Art Speaks	ARTE	Revolution Dance Theatre
Annie Ruth	Art Collection Preservation	NrityArpana Indian Dance School
Afrikan American Drum and Dance Ensemble	Kings Record Film	Qkidz
	West End Community Council	



# YOUR SUPPORT

Together, we are beginning the exciting journey of re-imagining The Regal Theater into a modern and inspiring venue and permanent home for ROMAC.

We would be deeply honored for you to consider a leadership gift over multiple years to support this transformational campaign. In recognition of your support, we would be delighted to discuss naming opportunities with you that honor your legacy gift for generations to come. Your investment will help inspire additional commitments to our **ROMAC at The Regal** campaign. Thank you so much for your consideration of support!



# THANK YOU

**Toilynn O'Neal Turner,**  
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Regal movie.mp4