

The Des Moines Social Club

Brought to you by

The Subjective Theatre Company
(Adj.)

Zachary R. Mannheimer
Founding Artistic Director
Maitre d', The Des Moines Embassy Club
ArtDir@SubjectiveTheatre.org
(646) 283-9233

THE MISSION

The Des Moines Social Club is dedicated to providing a physical space for the residents of Des Moines, Iowa to congregate, eat, drink and live out whatever artistic passion they may desire, bringing together all walks of life. You may come for a drink. You may come for a meal. You may come for a show, a class, a conversation.

The Des Moines Social Club achieves this tall order through daily educational programs in all aspects of creativity and academia, and a unique funding structure. Should the Des Moines Social Club not offer a program in your passion, we will find an expert to teach the course.

The Des Moines Social Club is the first American institution to be a self-sufficient artistic venue, without selling its art.

The Des Moines Social Club will consist of 4 major entities:

- European inspired Restaurant, Tapas and Wine Bar – *The Actress and The Bishop*
- Fully functional, flexible arts venue – *The Subjective Theater*
- Educational Program – *The Department of Play*
- Offices, rehearsal/classroom and storage space

The Des Moines Social Club is aiming to open in January, 2009 at 1408 Locust Street. Blueprints, pictures and more information is available at your request.

The Des Moines Social Club is a not-for-profit entity of:
The Subjective Theatre Company of Des Moines, Inc.

THE PEOPLE

MANAGING DIRECTOR/MOVEMENT DIRECTOR.....Julie Betts
ARTISTIC DIRECTOR/SOMMELIER.....Zachary R. Mannheimer
ARTISTIC DIRECTOR/EDUCATION DIRECTOR.....Matthew McIver

IOWA ARTISTS*

VISUAL ART.....Brent Houzenga
MOVEMENT.....Jamie Olerich
SCREEN PRINTING.....Michelle Phillips
PERFORMANCE.....Chelsea Pickett
PERFORMANCE.....Zach Prine
PERFORMANCE.....Jami Tevino
RESIDENT THEATRE COMPANY.....The Subjective Theatre
RESIDENT THEATRE COMPANY.....Theatre...for a Change**
BUILDING ARCHITECT.....Mark Seabold, Shive-Hattery, Inc.

BOARD OF DIRECTORS*

Stacy S. Berenguel – Financial Advisor, Smith Barney/Des Moines
Trina Braafhart – Manager, Gateway Lofts/Des Moines
Tade Reen – MBS/ABS, Criqui Borgersen Global Executive Search/NYC
Sally Troxell – Farmers Union/Des Moines
Jeffrey Vroman – Vroman CPA/Des Moines

BOARD OF ADVISORS*

Robert Amato – Proprietor/Sommelier, Tempo Restaurant/NYC
John Busbee – Director, Iowa Fringe Festival/Des Moines
John Clancy – Artistic Director, Clancy Productions/NYC
Ed Fallon – Former Iowa State Congressmen/Des Moines
Gordon Fisher – Attorney, Bradshaw, Fowler, Proctor & Fairgrave, P.C./Des Moines
Lynn Heuss – Director, Independent Movement for Iowa/Des Moines
Adam Forest Huttler – Executive Director, Fractured Atlas/NYC
Keith Taylor – Executive Director, Modest Needs/NYC

LOCAL SUPPORTERS*

Matthew Anderson – Economic Dev. Admin., City of Des Moines/Des Moines
Larry Cleverley – Cleverley Farms/Mingo, IA
Christine Hensley – Councilwoman, City of Des Moines/Des Moines
Mary Lawyer – President, Downtown Alliance/Des Moines
Tim Leach – Vice President of Economic Dev., Downtown Alliance/Des Moines
Tracy Levine – Executive Director, Metro Arts Alliance/Des Moines
Cyndi Pederson – Executive Director, Iowa Arts Council/Des Moines
Tom Smull – President, Iowa Cultural Coalition/Des Moines
Paul Willis – Niman Ranch/Willis Free Range Pig Farm/Thornton, IA

*As of January, 2008

**Thatcher Williams, Artistic Director/Des Moines

NEW PATHWAYS FOR FUNDING

The Des Moines Social Club is a not-for-profit 501 (c) 3 company. *The Subjective Theatre Company* produces free theatre. *The Actress and the Bishop* produces food and drink at competitive prices. Both the restaurant and the theatre will be supported underneath *The Subjective Theatre Company's* not-for-profit status. This will allow for several typical structures:

- The ability to accept tax-deductible donations
- The ability to apply for and receive public and private foundation grants

And the not-so-typical:

- The restaurant's food costs will be tax free
- **Thus every evening will act as a "fundraiser"**

This model has never been tried in American history on the scale on which this company will be built. We now have the ability not only to revolutionize the theatre going and dining experience of our patrons, but also to offer a new model to the not-for-profit world.

Most large not-for-profit entities (museums, libraries, universities, theaters) require a large endowment that must be constantly re-filled and bulked up. Once a significant endowment is relied upon, the art that the institution creates becomes hindered. Whether this means devoting just as much or more time to fundraising as to creating art, or simply producing art that you know your audience will want to see (and pay for) which may or may not fit into your artistic vision, endowments can and will have a detrimental impact on the art produced.

In addition, artistic groups cannot rely solely upon government or public funding as this money comes from tax payer dollars, and many tax payers may object to the art that results from such funding. Moreover, artistic groups such as theatre companies can no longer rely solely upon the generosity of private and public grants and private donations alone to exist. The rate of new funding organizations will never catch up with the rate of new cultural organizations. Therefore, how are new cultural entities supposed to survive past the generosity of donated start-up funds? How are new cultural entities supposed to sustain themselves without compromising the culture inside its doors?

The Actress and the Bishop restaurant and public house will directly fund *The Subjective Theatre*. All profits received will go towards paying production expenses, rent, utilities, salaries and all other costs involved in programming and running a performance space. Other capital will need to be raised and/or applied for in order to purchase a building and renovate it. Having a constant source of revenue will ensure that *Subjective Theatre's* goal of creating theatre free of cost is achieved.

A restaurant/bar is the ideal model for such a project. The goal is to create a restaurant that the local community can call their own. Since theatre acts as a catalyst, once the curtain falls the audience wants to discuss the show. Here they can exit the theatre and go directly into the Public House (pub), enjoy a drink or something to eat and converse. The pub automatically creates community and helps to foster discussion, debate and discourse. Rather than the audience all dispersing to different locations all over the city for their private discussions, let them all congregate together in one place where the discussion will fly to greater heights; relationships will be made with strangers who just experienced the same spectacle they have, and therefore a common ground is shared, and if the show is good enough, viewpoints will be differing, conversations shared, and relationships born.

The Des Moines Social Club will serve as a model for arts venues and cultural institutions around the world.

THE RUNNING OF **THE DES MOINES SOCIAL CLUB**

All employees of *The Des Moines Social Club* will be hired based upon two qualities: their ability to create art and their ability to work in a restaurant. Additionally, students from local GED, High School and Undergraduate programs will be hired as paid interns and/or receive school credit. There will be “masters” in both worlds (chef, sommelier, actor, designer) but the majority of the employees will work in both worlds of the Social Club:

- The Actor is also the Bartender
- The Dishwasher is also a Lighting Technician
- And any other combination based on the skills of the employees

These roles will be recycled so everyone is learning a new skill set.

Here we have another unique opportunity. The person who served you your drink is also performing for you that evening. This means that post-performance, not only does the audience congregate in the pub, but the entire creative team of the show is also present, to converse, answer questions, imbibe and create a “talk-back session” that is completely removed from the academic nature of sitting in a seat and raising your hand. The talk-back session occurs as any evening in a pub would, being merry and discussing whatever is in the air at the time.

THE ACTRESS AND THE BISHOP PUBLIC HOUSE

The focus of *The Actress and The Bishop* is simple – European inspired cuisine made with as many **local** ingredients as possible. This is an Iowan restaurant creating cuisine inspired by foreign lands. In addition, the atmosphere, being populated by Iowans, will be created by Iowan craftsmakers – from the art on the walls to the fork in your hand, all dining room features will be locally created. This is everyone’s restaurant. The more local, the better, at all times.

Facts about *The Actress and The Bishop*

- **Restaurant**
 - All produce will be locally bought and grown
 - All meats and seafood will be organic and well-treated
 - No dish shall exceed \$20
 - Menu will be divided into 6 sections:
 - Panini (pressed sandwiches)
 - Small Plates and Tapas (appetizers)
 - Primi (pastas and risottos)
 - Secondi (larger plates)
 - Accompaniments (side dishes)
 - Dolce (desserts)
 - Menu will change monthly to reflect what is available at the local market
 - Menu will be supplemented with daily specials
- **Bar**
 - Full wine bar focusing on obscure and hard to find varietals and producers
 - World-wide beer list in bottles and draught
 - 1 Cask Ale changing weekly
 - Liquor and cordials will follow after the first year of operation
 - Bar will circle main dining room with plentiful seating
 - Each of the four corners will hold a Pool Table, Dart Board, Ping-Pong Table and Fuse Ball Table.
- **Dining Room**
 - Reflecting communal atmosphere with group dining amongst friends and strangers, designed to promote conversation
 - Wooden tables unset to promote the idea of beginning – whatever comes to this table will be your creation
 - Multi-level
 - Tables, chairs and atmosphere designed and built by local artists
 - Each table, chair, dish, silver, glass, wall is different and made by someone different, perhaps you
 - Centerpiece, on ground floor, is the bar that acts as family style dining where the bartender will hold court in the center, forming a mock-stage, theatre in the round atmosphere

- Private tables on other levels
- **Kitchen**
 - Large enough to house 4-5 chef stations
 - Dishwasher station
 - Pastry kitchen
 - Equipment
 - List to come
- **Menus**
 - Created by the employees
 - Physical books designed by staff
 - Wine List will be created by the Sommelier
 - All regulars (meaning customers who come to dine at least once a week) will be given their own wine list where they may mark what they've had, make notes, and keep with them should they like

THE SUBJECTIVE THEATER

The Subjective Theatre Company is dedicated to producing a wide range of politically and socially relevant theatre and presenting it at no cost to the public.

We aspire to create work that consistently challenges and entertains our audience while inspiring creativity and social responsibility within our community.

The Subjective Theater will house productions and events in all artistic disciplines, with a strong focus on live theatre. All productions created by The Subjective Theatre Company will be presented free of charge in keeping in line with STC's mission. All other productions and/or events will charge a to-be-determined price, but never exceeding \$20.

The Subjective Theater will host performances ranging from local artists to international artists. Because of the Artistic Director's past experience, many acts from around the world will be invited to play the space. The goal is to divide up the time in the space throughout the year, 2/3rd of the year the space will house local talent and live theatre. The other 1/3rd will be devoted to anything and everything.

The Subjective Theater will be programmed 14 hours out of every day, thus allowing for hundreds of different people to cross through our doors daily, as well as increasing revenue.

Facts about *The Subjective Theater*

- **Physical Space**
 - A black-box measuring '45 x '45 x 20'
 - Fully flexible, no fixed seats, stage, anything
 - This will allow the space to be turned into any configuration needed for any artistic discipline, class or meeting
 - All directors of any project will have full use of the space, it's equipment, and may configure to their desire
 - Lighting grid and pipeline
 - Roving booth
 - The top of the theatre, acting as a catwalk, will house the booth
 - This allows for those in the booth to see the action regardless of the configuration created
 - The Pub will act as the lobby
 - Backstage quarters will be either behind or downstairs
 - Green Room/Dressing Rooms will be built into the building as a separate part of the kitchen
 - Floor
 - Wood sprung and paintable
 - Walls
 - All walls are paintable and able to be manipulated for hanging, etc.

- One rotating wall
 - The other side will house full length mirrors for dance and other classes
- Small prop-room built either into the space or beside it
- 35' x 20' construction shop
- Outdoor lot/sidewalk/roof for dining and/or construction
- Equipment:
 - 5-6 folding, paintable platforms used separately or when configured, take up the entire floor of the space
 - Full roll of Marley to lay down for dance and other performances
 - At least 24 dimmers
 - Programmable lighting board
 - Programmable sound board
 - Lighting and sound instruments
 - List to come
 - Cabling for all instruments
 - Tools
 - List to come
 - 150 folding/stackable audience seats

FUNCTIONS OF THE SUBJECTIVE THEATER

In addition to full theatrical performances, *The Subjective Theater* will also be home to any and all artistic disciplines. Below are some examples.

- **Full Performances**
 - In any artistic discipline, theatre, visual art (gallery), music, dance, film, etc...
 - Schedule will be created to determine how many performances per programming year
 - **STC Performances**
 - There will be at least 2 full performances by The Subjective Theatre Company in the space
 - **Community Performances**
 - Any member of the community will be able to apply to use the space as a:
 - Visiting artist renting out the space for a to-be-determined fee
 - Community member produced by STC
- **One to Three Night Engagements**
 - Readings
 - Concerts
 - Comedy
 - Film Showings
 - Art Showings
 - Community Space functions
 - Anything
- **Classes**
 - The Subjective Theatre will play host to any number of classes on a daily basis, helping to ensure that the space is in use at all times of the day
 - Classes will be taught by STC members and anyone from the community who wishes to teach a class on anything
 - **Some Classes using the space itself:**
 - Carpentry or set design using the shop
 - Recording or sound design using the booth
 - Lighting design using the booth
 - Any form of dance
 - Yoga and all other relaxation therapies
 - Martial Arts
 - Cooking
 - Bartending
 - Wine, beer and food courses
 - Anything

- Revenue from these classes will be split between the space and the instructor at a to-be-determined rate

THE DEPARTMENT OF PLAY*

Human beings learn by playing. When we stop playing we stop learning. The Des Moines Social Club is committed to creating opportunities for play, learning and growth for all members of the community, from the very young to the very advanced. Fulfilling this goal is the mission of the Department of Play.

There will be three main branches of *The Des Moines Social Club's* Department of Play.

PlayMake is a schools-based educational program with two goals: to teach students the skills necessary to create theater, and to use theater to illuminate other aspects of the curriculum, including literature and history.

The Workshop will be based at The Black Box Theater. Its mission will be training and exploration for local artists, as well as any and all interested members of the community.

The Exploratorium will provide classes in anything and everything the Des Moines Community desires.

PlayMake

PlayMake is a program that brings arts and artists into the Des Moines public schools. Through fun, structured programs and exercises, students will learn and exercise the skills of theater-making. Furthermore, those skills will be applied to portions of the existing curriculum, to give students another set of tools for absorbing critical information. Examples of programs to be offered include:

Shakespeare is Elementary

A program for third and fourth graders, Shakespeare is Elementary introduces student to simple scenes from some of Shakespeare's greatest plays. Getting the students up on their feet and allowing them to work with these scenes de-mystifies The Bard and helps build both theatrical and literacy skills. A version of this program has already been offered in Keokuk, Iowa to great success.

American Drama

Students in the fourth through eighth grades construct short playlets around a figure or event from American history. Teaching artists perform the playlets for students, who then have an opportunity to direct the actors. The writing and directing skills of this program are a natural complement to the literacy and performing skills of Shakespeare is Elementary.

My Story, My Song

High school students have the opportunity to develop plays around stories from their own lives. Through a longer period of work with teaching artists, students learn how to

develop a drama from start to finish. The final products receive a performance at the Des Moines Social Club's Black Box Theater.

In addition to the programs described above, PlayMake will seek opportunities to network with other local educational institutions, such as Central Campus, and forge ties that will strengthen the already vibrant educational opportunities in Des Moines.

The Workshop

The Workshop will offer classes for all the artistic passions of the Des Moines community, with an early focus on acting and other skills necessary for the creation of theater. Classes will be held at The Black Box theater, and will start on a rolling basis throughout the year, with a summer hiatus. Classes will be led by local artists, including Masters from the Des Moines Social Club. Planned classes include:

Acting Fundamentals

The basic work of acting is the same, whether for film, television or theater. Acting Fundamentals is not just for the beginner; as Lloyd Richards said, problems of advanced technique are really problems of basic technique. The actor must address the same fundamental questions of relationship, environment, desire and quality at all levels of work and all levels of skill. This process will be studied through the exploration of scenes from contemporary and classic American plays. At the end of the course the actor will have a fundamental understanding of the work of acting, as well as the ability to apply those tools to text.

Scene Study: Chekhov

The plays of Anton Chekhov offer some of the meatiest work for an actor. Under their seemingly deceptive surface are great scenes, great characters, and terrific lessons in the importance of honesty and analysis. This class will further the work of Acting Fundamentals

Acting Shakespeare

Shakespeare is one of the biggest challenges for an actor. The writing is technically challenging, the parts are richly complex, and the plays are massive in scope. But everything the actor needs is there in the language. An understanding of argument, verse and imagery will give the actor everything necessary to play the scene with passion and honesty. This class will equip the actor with the fundamental skills necessary to deal with Shakespeare's scenes and monologues.

Drama Club

For very young children, this Saturday morning workshop will offer opportunities for kids to explore the tools of theater in a structured setting. Children will be offered the opportunity to collaborate on performance projects, and at the end of class will perform in the Black Box for an audience of family and friends.

In addition, The Workshop will seek opportunities to forge ties with other educational institutions, such as the Des Moines Area Community College, to explore opportunities to offer classes to their students for credit that might not otherwise be available.

The Exploratorium

The Exploratorium will provide classes in anything and everything the Des Moines Community desires. From fly fishing to French pastry, if there is a demand for a class we will find an expert to teach it. The Exploratorium will leverage not only the expertise of the staff of The Actress and the Bishop restaurant and the talent of the members of the Subjective Theatre Company but will also connect with the wider Des Moines educational community, bringing in a diverse array of teachers from such institutions as Drake University, DMACC, Ballet Des Moines and the Des Moines Metro Opera. We will also provide opportunities for local experts to teach classes in their specialty, even though they may not be supported by such important institutions as those mentioned. If there's a demand for it, The Exploratorium will find the expert to teach it.

Planned collaborations include:

Student Chef Night

Working in conjunction with DMACC and Central Campus' Culinary Program, 6-8 student chefs per semester will be employed in the kitchen of The Actress and The Bishop. They will learn all aspects of real-life kitchen work, as well as, every Monday night, each student will get their shot as Executive Chef. Every Monday one student will design and implement a menu for our main dining room as part of the Student Chef Night series. School Credit and/or possible stipend.

Arts in Life

Working in conjunction with DMACC and Central Campus' Arts Programs, 10-12 students will work within the walls of The Black Box Theatre in whatever artistic discipline they are interested in. The idea is to expose student artists to the real world of making art. Too often students are thrown into the art world with a great deal of historical and theoretical knowledge, but little to no practical knowledge. Arts in Life will help guide the students post graduation into the artistic career of their choosing. School Credit and/or possible stipend.

Passion Play: The Subjective GED Program

Too often many people who receive their high school diploma through the GED exam still cannot find a paying job as they do not have experience. The Passion Play program aims to eliminate this troubling fact by providing each student not only with a degree, but a marketable skill.

Working in conjunction with DMACC's GED program, students being tutored for the GED exam will be employed in either The Black Box Theater or The Actress and the Bishop, or both, depending on the student. Each student will be paid a pre-determined salary, but will only receive a small stipend enough for basic living expenses. The additional money they earn will be kept in a private savings account in their name, opened by Des Moines Social Club. Once they have passed their GED exam and received

their diploma, all of the money being held will be released to them and they can decide whether or not to keep the savings account opened in their name. They may stay and work at The Des Moines Social Club, or they can go off into the world with a diploma, a savings, and a marketable skill learned by working in the restaurant and/or the theatre.

Planned classes include:

Wine Conversations

Led by the General Manager and Sommelier of The Actress And The Bishop, Zachary Mannheimer, Wine Conversations offers a different approach to exploring the world of wine. Far from a lecture by a snooty snob, Zack offers instead an ongoing conversation about the history, art and—most importantly—the taste of wine. The lively discussion will center around a particular region or particular grape, but like all good talks will branch off in unexpected directions as the mood, and the wine, dictate.

Reading Shakespeare

A more informal setting which will help those new to reading Shakespeare—as well as those scarred by high school English classes—to approach the plays as theater. Shakespeare tells some of the greatest stories ever, but a bogus reputation for being “difficult” stops many people from exploring these crackerjack plots. The Reading Shakespeare group will meet once a week to explore some of the most famous stories in the English language, taking apart the complex language and getting at what really goes down in these plays.

Baby Loves Disco

A dance party for toddlers! Bring your kids and the whole family to the Black Box Theater for rockin’ tunes, snacks and a grand boogie-down. Fun for all ages but especially for the Tony Maneros who are still learning how to walk.

This program is the only foundation/public grant supported program in *The Des Moines Social Club

FULL TIME EMPLOYEES

The *The Des Moines Social Club* will include the following full time employees. All employees will also serve on the artistic end if they do not already in whatever capacity is most fitting.

All of these individuals will teach at least 1 class in their specialty per quarter.

Co-Artistic Director/Sommelier – This position will be held by Zachary R. Mannheimer*. His responsibilities will include overseeing all aspects of *The Subjective Theater* and *The Actress and The Bishop*, training, hiring and firing of all staff as well as increasing public viability of the Club itself.

Co-Artistic Director/Education Director – This person will share responsibilities for *The Subjective Theater* as well as running all aspects of the *Dept. of Play*, in addition to planning and directing shows.

Managing Director/Movement Director – This person will serve as the Chief Financial Officer of *The Des Moines Social Club*, overseeing all financial matters of the Club as a whole. The Managing Director will be in charge of payroll, accounting and budgeting. In addition, this person will oversee the Movement and Dance Program.

Chef d' Cuisine – Oversees all aspects of the Kitchen and back of house staff. Designs menu along with Sommelier.

Master Technician – This person will oversee all technical aspects of the space, from lighting, sound and carpentry. He/She will be responsible for overseeing all personnel who work with any technical aspect of the space and will serve as the Resident Designer for The Subjective Theatre Company.

Maitre d' – Oversees front of house staff. Training of front of house staff. Maintains wine list, bar inventory, daily reports and front of house schedule. Assists the Sommelier.

Sous Chef – Oversees all ordering for Kitchen as well as the main Line. Assists the Head Chef.

Stage Manager – Stage Manages all Subjective Theatre Company productions. Responsible for overseeing daily calendar for rental of *The Subjective Theatre* and scheduling of classroom activity. Maintains main office. Assists the Artistic Director and Managing Director.

Line Cooks – Depending on space, there will be 3-5 line cooks to assist the Chef d' Cuisine.

Dishwasher – Responsible for cleaning all dishware as well as cleaning the space after operation.

*Please see Mr. Mannheimer's biography on the last page of this plan

PART TIME EMPLOYEES

The *The Des Moines Social Club* will include the following part time employees.

All of these individuals will teach at least 1 class in their specialty twice annually.

Secretary of Art/Food – Assists the Managing Director and Stage Manager.

Secretary of GED – Assists the GED Coordinator.

Pastry Chef – Should the Chef d' Cuisine or Sous Chef not have pastry training, a Pastry Chef will be hired to create our dessert list.

Webmaster/Graphic Designer – Designs and maintain website and creates all graphic designs for the entire *Des Moines Social Club*.

FULL TIME GRATUITY SUPPORTED EMPLOYEES

The *The Des Moines Social Club* will include the full time employees supported primarily through gratuity. Each employee will also serve on the artistic end. These people will form the beginning of The Subjective Theatre Company along with any of the above listed employees.

All of these individuals will teach at least 1 class in their specialty annually.

Number of employees is depending on the size of the space: Servers, Bartenders, Runners and Bussers.

GEOGRAPHICAL DEMOGRAPHICS

Des Moines is a growing city that has just surpassed Hartford, Conn as the Insurance Capital of the world. Des Moines is home to **Principal Insurance, Wells Fargo, EMC** and **ING Insurance** to name but a few.

The Des Moines-West Des Moines Metropolitan Statistical Area consists of five central Iowa counties: Polk, Dallas, Warren, Madison, and Guthrie. The area had a **2000** census population of **481,394** and an estimated **2006** population of **534,230**. The Des Moines-Newton-Pella Combined Statistical Area consists of those five counties plus Jasper and Marion counties; the **2000** census population of this area was **550,659**, and the estimated **2006** population was **604,626***.

There exists no restaurant like *The Actress and The Bishop* nor a theatre like *The Subjective Theatre* in the entire state of Iowa.

There is a large push for young professionals to move into the Downtown area. Over the last 5 years, over 7 new loft apartments and condos have opened downtown as well as several new retail businesses. The redevelopment has also included the construction of Gateway Park in the heart of downtown. The building I am looking to purchase, a former automobile showroom, sits on this park.

1408 Locust Street Property Description

- 29,068 Square Foot 2-Story Building
- On-Site Parking
- Daily Traffic Counts (2004): Locust Street – 12,200 Vehicles
- **Over 5,000 professional employees in a half-mile radius**
- Drake University, Grand View College, DMACC and Des Moines University are all within 5 miles

Radius (miles)	1.0	3.0	5.0
Population	6,922	92,842	199,433
Households	3,308	38,008	83,448
Avg. HH Income	\$38,677	\$54,386	\$56,073
Median HH Income	\$25,871	\$41,290	\$45,238
Avg. Median Age	37.77	35.22	36.01

Further information, blueprints and photographs are available.

*Source: Wikipedia.com

MARKET ANALYSIS

1408 Locust Street sits in the west side of downtown Des Moines. This area, until 5 years ago, was awash in abandoned and vacant warehouses, mechanics shops and offices. Over the last few years the City of Des Moines has remodeled this area through the construction of Gateway Park, which brought about several arts galleries, vintage shops, a new city library and the Pappajohn Continuing Education Building. A sculpture garden is also being installed directly across the street of 1408 Locust in Gateway Park in 2008.

The surrounding ½ mile (walkable) radius is home to the following restaurants:

- Centro – semi-formal Italian eatery.
 - Avg. Lunch check: \$14 / Avg. Dinner check: \$45
- Raccoon River Brewery – Brew Pub with pub fare
 - Avg. Lunch check: \$12 / Avg. Dinner check: \$35
- 43 – French Bistro to open in 2008
- Chequers Lounge – Hotel Fort Des Moines’ Bar
- Ritual Café – Coffeeshop
- Starbucks – Coffeeshop
- South Union Bread Café – Sandwich shop (Lunchtime only)

There exists no restaurant like the *Actress and the Bishop* in this area.

The surrounding ½ mile (walkable) radius is home to the following entertainment venues:

- Blues on Grand – Blues bar
- Raccoon River Brewery – weekly music events
- Temple for the Performing Arts – large scale musical acts, Broadway imports

There exists no performance space like the *Subjective Theatre* in this area.

Downtown Des Moines has put a great deal of work into creating nightlife, specifically along historic Court Avenue about 10 blocks to the east, as well as the East Village about 25 blocks east. Both are home to several restaurants, bars and clubs and have been attracting residents out of suburban West Des Moines continually. These establishments are already full to capacity on most evenings, and there is a strong push for more, original entertainment and dining options.

Again, nothing in Iowa is like the *Des Moines Social Club*.

In addition, the City of Des Moines has new bus lines set to run directly past 1408 Locust in the next 2 years, as well as creating a “Cultural District” along this strip of Locust Street and Walnut Street directly to the south. 1408 Locust Street sits in the heart of this district.

LASTLY...

The Des Moines Social Club is meant to provide space to all who seek it. The idea is to blend all walks of life into one room. Some may come for the art. Some may come for the food. Some may come to play.

The atmosphere is communal. Should you want to come and have a beer, you can. Should you want to come and have a formal, 9 course tasting menu in a private location, you can. And anything in between. The Des Moines Social Club will be built around those who use it, assuring it will be used by all in the community.

The Des Moines Social Club is your social club. It is my social club. It is our neighbors social club. Providing a place that has something for everyone will ensure a healthy community, intermixing and having something to talk about as the art works as a catalyst.

Additionally, being that the food and wine and theatre may be foreign to some local residents, we do not want to condescend. Instead all staff members will go through a rigorous training session prior to opening, and ongoing once our doors welcome visitors. Each staff member will be knowledgeable of the product they are selling, and know how to lead the customers through the menu and make suggestions where the customers will feel as though they are learning, not being talked down to. Classes such as “If You Like...” will be run weekly, and be free to customers: “If you like Merlot, you may also like Lagrein, a grape from the Alto Adige region of Italy...” The idea is to provide interesting, exotic, and rare wines/foods that are also cost-effective. To show community members that there are better wines out there that are actually less expensive than what they may drink now. Education is always first and foremost.

All of this boils down to having a healthy community who wants to create, and a place for that creation to take place. I believe Des Moines is this place.

Zachary R. Mannheimer: Biography

For *The Subjective Theatre Company* (NYC, serving as Producer for all shows): Directed/Co-Wrote *Party Discipline: A Political Transformation Seminar* (2006 at The Ohio Theatre, 2007 at the AAWW), Directed Karel Capek's *The White Plague* and co-produced *The UnConvention* (2004), Directed Jesse Alick's *Sleep Awake* (2003), John Osborne's *Look Back in Anger* (2002), Eugene Ionesco's *Victims of Duty* (2001, 2002 OOBRA Award for Overall Excellence), Set Design for John Patrick Shanley's *The Big Funk* (2003), Producer of Mac Wellman's *7 Blowjob*s (2005) and Co-Wrote and Directed *Burt Reynolds' Amazing Napalm Powered Oven and Other Paid Programming* for 2001 NYC Fringe Festival. Zachary created and directs STC's *Busking Bonanza*. Zachary is the Founding Artistic Director of The Subjective Theatre Company www.Subjectivetheatre.org.

Other credits as a director include Jim Cartwright's *Road* (2001), Ionesco's *The Bald Soprano* (2000), Harold Pinter's *The Dumb Waiter* (1999), his own work *Madagascar* for the New Hope Arts Commission (2000), and Assistant Director for Eugene O'Neill's *The Moon of the Caribbees* for the Flea Theatre (2001). As a writer, his play *Material* was workshopped for The Royal Court's Young Writer's Programme in London, England (2000).

Zachary has been an intern with New Georges, The Flea Theatre and The Present Company. He was the director of Fringe Al Fresco, the 100% outdoor version of the *NYC International Fringe Festival* (2001-2002). He has taught and lectured at *Wagner College*, *Muhlenberg College*, *The East Harlem Development Association*, and *St. Margaret's* in Ascot, England. He has served as the Corporate Sponsorship Associate for *HERE Arts Center* (NYC). Previously he served as the Managing Director for *East Coast Artists*, a 10-year old not-for-profit theatre company producing adaptations of classic works under the Artistic Direction of Richard Schechner at New York University from 2003-2004. Additionally, Zachary was the Administrator of *New York Dance Affinity* (2003) and founded the short lived *Public Works Project* (2001-2002), a street-theatre group where he published the theatrical newsletter *The Geek*.

Zachary is the founder of *The Community Dish*, a consortium of over 90 NYC Independent Theatre Companies who meet bi-monthly to share a meal and ideas: www.CommunityDish.org. Zachary has received training from *The Second City* in Chicago, *Goldsmiths College at University of London* and studied under playwrights Maria Irene Fornes, James Ryan, Erik Ehn, Mac Wellman and directors Richard Schechner and John Clancy. He has previously held positions at Samuel French London, The Royal Court, and Tribeca Performing Arts Center. He holds a dual BA in Theatre Arts and Philosophy from *Muhlenberg College* in Allentown, Pennsylvania.

Zachary currently serves as a board member for *Modest Needs*, an incredibly altruistic financial granting not-for-profit www.ModestNeeds.org as well as the Co-Chairman of *Fractured Atlas'* Artists Advisory Board www.FracturedAtlas.org where he maintains a weekly blog. Additional blog work can be found at www.zacksblog.subjectivetheatre.org.

Zachary has articles and essays published in the following publications: *The New York Theater Review*, *American Theater Magazine* and *The Brooklyn Rail*. The Subjective Theatre Company has been featured in *Time Magazine*, *USA Today* and *The New York Times*.

Zachary has been a server, Head Waiter, Manager and Sommelier at many restaurants, most recently *Tempo* in Brooklyn, NY and *Fiamma*, *Balthazar*, *The Boat House* and *The Cub Room* in Manhattan. He has worked in the service industry for over 15 years, beginning as a dishwasher. Currently he is the Maitre d' at *The Des Moines Embassy Club* in Des Moines, IA.