

Proposal for Multi-Media Technology Studio and Learning Center

A potential partner in the renovation and tenancy of East Side School

Highlights

- Provide a facility and expertise in a “sound stage” environment that is currently lacking in the entire region.
- Educate and train citizens in multi-media technology production and use.
- Provide community production space and services, including programming for local cable access channel.
- Enhance area desirability for prospective professional and amateur projects.

Why would this be useful for the community?	A multi-media production and performance center would serve a vital purpose because of the important and growing role that media technology plays in our lives. There is no such facility in the Decorah area now, and one is necessary in order to teach citizens how to develop and produce programming, and to attract this kind of production and performance activity to the area. This would provide a flexible use “sound stage” facility where appropriate performances and productions could take place, be recorded, and finished for a variety of public and commercial uses.
What could it do?	<p>This center would provide a flexible, multi-use space for video and audio production, performance space for theater, music, dance and other performing arts, and provide the setting that would encourage participation and creation of events that would foster development of the creative and performing arts community in Decorah, enriching community life.</p> <ul style="list-style-type: none"> • Classes for community members on technology use and production techniques, including video and audio recording and post production. • Media facilities for public use and training, and for commercial use and development. • Development and Production of Programming for the Decorah Community Access Channel • Classes to train community volunteers to provide production and programming for the access channel.
Why would it be a good fit for East Side?	The educational and creative value of this center and its accessibility to the community, to students, and to the library in support of the community cable access channel make it especially suitable.
How would it be structured and funded?	<ul style="list-style-type: none"> • Collaboration with local and regional business, the public library, and the schools to develop partnerships

	<p>for use and training</p> <ul style="list-style-type: none"> • Corporate Sponsorships • Operations income from use and rental fees on a sliding scale, depending on the commercial nature of the project. • Education tuition • Special events / one time performance income • Grants for capital funding
Details	<ul style="list-style-type: none"> • Computer lab • TV/audio/photography studios • Training by volunteers and professionals
Summary	<ul style="list-style-type: none"> • Capitalizes on community needs and strengths • Provides and promotes cutting edge technology use for region • Promises to support other efforts taking place in the building, especially the Arts Center. • Promotes Decorah as a destination for production and performance, thereby fostering hospitality business.