

The Florence Little Theater
Florence, South Carolina

As an important element of the downtown revitalization master plan for Florence, Strategy 5 Principals were asked to assist in the funding and finance strategy for the relocation of this 80-year old institution. While small playhouse type of venue, the Florence Little Theater is a venerable member of the arts community and operates its popular season annually in the black.

The project was placed into the Downtown Florence Master Plan, identifying a site and relationship to the Florence Center for the Arts. During the course of work on the downtown revitalization strategy, our Principals worked closely with the Little Theater Board of Directors to assess the pros and cons of moving to a downtown location. Ultimately, we also assisted in finalizing commitments from the Drs. Bruce and Lee Foundation, Florence's most influential philanthropic body.

The Bruce and Lee Foundation has contributed \$10 million to the capital campaign for the Florence Little Theater, as well as \$10 million for the Florence Center for the Arts – a \$25 million performance venue that will serve to further build the arts in the City. Together the two theaters will serve as a nucleus of new arts development that is further leveraging restaurant and retail development, as well as residential and hotel projects nearby.