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THE VAN WEZEL FOUNDATION PARTNERS WITH THE BAY TO REALIZE THE FUTURE OF THE BAYFRONT
Launches new brand, website for future performing arts center

Sarasota, FL (July 10, 2018) – The Van Wezel Foundation announced today their commitment to partner with The Bay and the Sarasota Bayfront Planning Organization board to coordinate communication and planning efforts that will garner support in early September by City Commission to move forward with the proposed master plan.

“We are here today standing on the shoulders of Sarasota’s leaders from past generations,” said Mike Martella, Chairman of Van Wezel Foundation. “It was their vision and will that fueled the current hall’s growth and led it to become a cultural beacon, inspiring young and old alike to think differently, attract businesses and others to our community, and provide entertainment for all tastes. We are united with that vision and seek to do the same for future generations as we look forward and partner with The Bay to make our dreams a reality.”

This comes on the heels of The Bay and Sasaki Associates releasing an updated final master plan for the 53-acre bayfront site between Boulevard of the Arts and 12th Street in Sarasota last month. The new plan includes the new performing arts center as the cultural centerpiece for the redevelopment of the site.

“Following the City Commission meeting last month and Sasaki’s release of the final master plan, it was imperative we band together with the great work and momentum coming out of The Bay,” said Jim Travers, Chair of the Foundation’s Strategic Planning Committee. “We are keeping open dialogue with The Bay team and all consultants to unite our messaging and give support to the vision laid out in the master plan. Our goal is to make common cause to the future of the cultural centerpiece visible on the master plan with the commission vote in early September.”

The launch of a new brand and website to promote the creation of a new multi-venue center in Sarasota is aptly called Sarasota Performing Arts Center. The new site, www.SarasotaPerformingArtsCenter.org, will house community testimonials and demonstrate support for the creation of a new center, frequently asked questions updated weekly, and pathways to learn more about the progress through new social channels.

The new center will provide a multi-venue experience which will dramatically expand the educational programs the Foundation has long supported with much-needed new facilities.

“As the master plan developed, it was easy to perceive that a new performing arts center would become an iconic cultural structure for The Bay,” said Jim Selinski, Chief Operating Officer for Van Wezel Foundation. “As we move forward, it’s important that the new center is independent from the current operations of the hall. This new brand will help build momentum for Sarasota Performing Arts Center as the iconic centerpiece along The Bay serving the community for the next 50 years.”

As a multi-venue, state-of-the-art center, the Sarasota Performing Arts Center will be more competitive, attract larger touring productions, and expand educational programs with a focus on youth and lifelong learners. The center will inspire, entertain, and educate with year-round, world-class performances, affordable ticket pricing, and a robust education program similar to major cities nationally and internationally.

For more information, go to www.sarasotaperformingartscenter.org. For press inquiries, contact Mike Marraccini at 941-914-5324 or at mcm@largeinc.com.

About Van Wezel Foundation

The mission of the Van Wezel Foundation is to create a world-class performing arts center that enriches the community, supports arts education, and inspires young minds. Please visit our website at vwfoundation.org for more information.

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