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Sheridan Coliseum: Brochure, Q & A: Fort Hays State University \$2,000,000 Sheridan Coliseum Campaign

Sheridan Coliseum Campaign Office

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Sheridan Coliseum Campaign Office, "Sheridan Coliseum: Brochure, Q & A: Fort Hays State University \$2,000,000 Sheridan Coliseum Campaign" (1905). *Sheridan Hall*. 3.
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**FORT HAYS STATE
UNIVERSITY
\$2,000,000
SHERIDAN COLISEUM
CAMPAIGN**

THE UNIVERSITY . . . AN INTRODUCTION

Since its founding in 1902, Fort Hays State University has enjoyed a reputation of excellence in higher education throughout Kansas and the mid-west. The University community takes great pride in the institution's past accomplishments, and it continually lays the groundwork for an even brighter future.

Today, the University has arrived at a pivotal point in its growth. For Fort Hays State University to maintain the quality of its student services as well as remain at the forefront in cultural activities in Western Kansas, it must upgrade the quality of its facilities through either new construction or considerable renovation. After an extensive amount of research, the Board of Regents of the University has concluded that the best solution is to renovate Sheridan Coliseum, a landmark structure in Western Kansas, and convert it into a Performing Arts/Student Services Center. The cost of the updating and conversion project has been estimated at \$6,000,000, and it is anticipated that \$2,000,000 of that amount will come from the Sheridan Coliseum Campaign which is outlined later. This solution not only will answer the University's need for quality physical facilities but also will save and restore an important Kansas landmark, which literally has touched the lives of tens of thousands of people in the state since opening its doors to the public in 1917.

We, the members of the University community, must set the pace for the fund raising effort as we have a very definite vested interest in the University's future. Our most generous support of the program must be shown before we can ask others not as closely associated with the University to invest in our future and in the future of our institution.



Q. What is the SHERIDAN COLISEUM CAMPAIGN?

A. It is a \$2,000,000 fund raising effort involving the campus community, alumni, the businesses, foundations, and citizens of Western Kansas and throughout the state. The object is to completely renovate Sheridan Coliseum so that it can once again return to its status as one of the most historically significant buildings in Western Kansas.

Q. As much as it will cost to renovate, wouldn't it be less expensive to raze Sheridan Coliseum and build a new building?

A. Although Sheridan Coliseum is badly deteriorated, the building is still structurally sound. To raze the present building and replace it with a new one would cost considerably more. Also, the historical significance that the present building represents would be lost. Therefore, renovation will give us the most for our dollars and allow us to enjoy Sheridan Coliseum for many years to come.

Q. What are the objectives of the renovation plan?

A. The overall master plan has two objectives: the transformation of Sheridan Coliseum from its present configuration into a 1,200 seat, completely remodeled performing arts center and, secondly, into a more centralized student services center.

Major changes will occur to the:

- * main house and balcony areas
- * stage, dressing and shop area
- * basement
- * sound system
- * theatrical equipment
- * orchestra pit
- * traps and fly gallery

Q. When will the renovation take place?

A. It is anticipated that the renovation will begin in the fall of 1986 and be completed in approximately two years.

Q. Is the capital funds effort a cash donation campaign or may pledges be made?

A. Either cash or pledges will be graciously accepted. Pledges may be made over a three to five year period with payments beginning immediately or at a time more convenient to the donor.

Q. Will someone ask for our gifts?

A. Yes, either in person or by mail, depending on time limitations.

Q. If I give to the Sheridan Coliseum Campaign, will I be asked to give to the Annual Development Fund Drive?

A. Yes, you will. The Sheridan Coliseum Campaign is completely separate from the Annual Development Fund Drive. Whatever you consider as a gift to the Sheridan Coliseum Campaign should be in addition to whatever you are considering for the Annual Drive.

Q. Can a donor give anything other than a pledge for money?

A. Yes, almost anything of value can be given to the campaign, such as securities, stocks, real estate, income from oil wells, etc.

Q. May a pledge be increased, decreased or canceled if the donor's circumstances change?

A. Yes. Upon written notice to the FHSU-Endowment Association Office, any change you deem necessary will be promptly made.

Q. Is my contribution deductible for Federal Income Tax?

A. Yes. Just as your separate contribution to the Campus Development Fund is deductible, so is this contribution. The FHSU-Endowment Association is a non-profit, tax-exempt organization under the provision of Section 501 (c) (3) of the 1954 Internal Revenue Code. Donors may deduct contributions to the FHSU-Endowment Association as provided by Section 170 of the code.

Q. Other than providing quality education, does the University contribute in any other way to the community?

A. You bet! Fort Hays State University makes a significant contribution to the economic welfare of the area. It employs many area residents—over 512 full time and 170 part time—and boasts an annual payroll approaching \$16,000,000. In addition to being one of the area's top employers, nearly \$7,000,000 is spent annually for goods and services required to operate the University's physical facilities, most of which flows directly back into the local economy. The expenditures for labor and materials over the next few years for the renovation of Sheridan Coliseum will also pump many new dollars into the local economy. A recent study by FHSU's Department of Economics indicated that the University is a major economic force in Hays. This is demonstrated by the University's effect on

the business volume, income, tax revenues, and jobs in the area.

* direct impact	\$17,583,720
* indirect impact	2,637,560
* induced impact	<u>11,429,420</u>

TOTAL IMPACT \$31,650,700

According to leading economists, expenditures of this magnitude will quadruple in their total impact on an area's economy. For these reasons, the University not only is a major contributor to the educational welfare of the community and Western Kansas, but also it is a major contributor to the economic welfare of both..

For further information, please contact:

\$2,000,000 Sheridan Coliseum Campaign
FHSU-Box 272
Hays, Kansas 67601
or call (913) 628-5356

Fort Hays State University



\$ 2,000,000 Sheridan Coliseum Campaign

6913D 628-5356

600 Park Street

Box 272

Hays, KS

67601-4099

TO: ALL TABLE HOSTS/HOSTESSES
FROM: BILL DOYLE
DATE: MARCH 26, 1985
RE: SHERIDAN COLISEUM CAMPAIGN DINNER

LOIS LEE PASSED ALONG TO ME THAT SOME OF YOU HAVE
ASKED QUESTIONS LIKE:

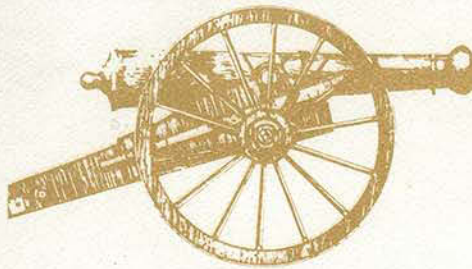
WHEN WAS THE SHERIDAN BUILT? 1917
HAVE THE ENGINEERS DETERMINED THAT THE
BUILDING IS STRUCTURALLY SOUND? YES.
WILL WE HAVE NAME TAGS? YES.

I WISH I COULD ANSWER EACH AND EVERY QUESTION YOU
HAVE, BUT LET ME JUST PUT YOUR MIND AT EASE. DON'T
WORRY, IF YOU DON'T KNOW THE ANSWER TO A QUESTION,
WE WILL GET THE ANSWER TO THAT PERSON LATER.

PLEASE BE IN THE PLACE DR. TOMANEK ASKED YOU TO BE
AT 6:30 P.M., THURSDAY. I WILL BRIEF YOU THEN AND
YOU WILL FEEL BETTER ABOUT YOUR ROLE.

A Q&A IS ENCLOSED TO GIVE YOU A LITTLE MORE INFOR-
MATION.

988-01-04



Fort Hays State University

600 Park Street

Hays, Kansas 67601-4099

Office of the President
913-628-4231

March 13, 1985

*3/15/85
called Rae*

Dr. Jim Murphy
Campus

Dear Jim:

On Thursday evening, March 28, at 7:30 we will be entertaining a group of prospective Sheridan campaign donors at a rather elegant dinner in the arena of Sheridan Coliseum. These are people who will be asked to contribute fairly large amounts of money.

Since you are well informed about the history of Sheridan as well as Fort Hays State itself and can also answer a variety of questions on many phases of this institution, we would like for you to be a table host at the dinner.

There will be seven people at each table. As a host, your responsibility will be to sit with this group of six guests at your table, introduce them to each other, get the conversation started until it goes without your help, answer questions, look after the needs of your guests, and do whatever it takes to make your six people feel comfortable and at ease. The dinner is just for them.

I consider it an honor to be asked to perform this task, and I hope that you concur. I realize it is above and beyond the call of duty as a faculty member, but I'm sure you understand the importance of this somewhat different role that we are asking you to fill.

Please arrive no later than 6:30 p.m. on the evening of the dinner to meet with the other table hosts in the bleacher section just outside the computer room in Sheridan for further briefing on the evening's duties and activities.

I do hope you will be able to join us. Please call my office (4231) as soon as possible and let the secretary know whether or not you can accept this responsibility. If you cannot, we will need to find someone else immediately.

Sincerely,

Gerry
G. W. Tomanek
President

ebm