

FOR IMMEDIATE RELEASE

The Purple Rose Theatre Company Awarded \$50,000 from MCACA

Capital Improvement grant raises the roof

Chelsea, Mich. (September 29, 2016) — [The Purple Rose Theatre Company](#) was awarded a grant of \$50,000 from the State of Michigan Council for Arts and Cultural Affairs (MCACA) for the period October 1, 2015 through September 30, 2016. The grant was awarded through the MCACA peer review process and was one of over 500 applications to compete for MCACA fiscal year 2015 funding. The capital project, contracted and managed by Dexter's A. R. Brouwer Company, has just concluded capital improvements associated with the first phase of a two-phase project.

Organizations receiving a MCACA grant award are required to match those funds with other public and private dollars. Local support of the project included The Ford Motor Company Fund, The Herrick Foundation, Matilda Wilson Fund and various private donors.

The project scope included demolition of 50 percent of the theatre's crossover roof; installation of structural steel, carpentry and masonry; and replacement of HVAC equipment and related plumbing, painting and caulking/sealing. As a result the raised roofline will increase the scale and capacity (in size and depth) for future set design and construction.

The MCACA peer review process allows for each grant application to be competitively considered by a panel of in-state and out-of-state arts and culture professionals. This ensures the taxpayers, who support this project through legislative appropriations, and all other visitors or residents in Michigan will have access to the highest quality arts and cultural experiences.

A complete list of grant awards around the state is available by contacting MCACA at (517) 241-4011, or by visiting the MCACA website [here](#).

About the Purple Rose Theatre Company

Founded in 1991 by actor, playwright, musician and Chelsea native Jeff Daniels, the Purple Rose Theatre Company is a creative home for original American plays. In the 168-seat theatre, patrons experience an intimate encounter with live theatre.

The PRTC also provides an apprenticeship program, performance classes, readings, lectures and tours. It commissions new work from established and early-career playwrights. As a 501(c)(3) not-for-profit professional theatre, the PRTC operates under a Small Professional Theatre agreement with the Actors' Equity Association.