



randy owen center

RANDY OWEN CENTER FACILITIES & NAMING OPPORTUNITIES



COLLEGE OF ARTS,
HUMANITIES & SCIENCES
JACKSONVILLE STATE UNIVERSITY



Forty years ago, a young man from rural DeKalb County, Alabama, left his family's farm atop Lookout Mountain and stepped onto the campus of Jacksonville State University.

College was not originally part of Randy Owen's plans. Despite being a straight A student, he had to drop out of school in ninth grade to help his family make ends meet. Encouraged by an educator who recognized his potential, he returned to school a year later, graduated from Fort Payne High School, and enrolled in college.

After graduating from JSU in 1973, he went on to become the lead singer of one of the most successful country music groups of all time, but before the fame

and success, he was a typical JSU student – the first in his family to attend college, working his way through school, hoping to make a better life for himself.

At JSU, our accomplished faculty help students like Randy turn their talent and dreams into lasting careers in the arts. The Randy Owen Center for the Performing Arts will enrich the educational experience of generations of students, while serving as a cultural beacon for Northeast Alabama.

The Randy Owen Center for the Performing Arts will provide our students and faculty an appropriate venue to showcase their talents. JSU has long been recognized as a birthplace for outstanding musicians and performers, chief among them Mr. Randy Owen. The addition of this world-class facility will take JSU to the next level – rivaling any arts programs in the nation.

We appreciate your support of this important endeavor.

Dr. Don C. Killingsworth, Jr.
President



THE PHIL & DENISE WEBB CONCERT HALL

»» TAKEN

The Randy Owen Center's 1,000-seat concert hall will be home to professional touring music performances, family concert series, regional and state music and arts competitions, and educational programming, making arts accessible and affordable to the Northeast Alabama and West Georgia Region. It will also be venue allowing our campus community to come together, providing professional quality productions and spaces for our students and their performances.



PI KAPPA PHI LOBBY

» TAKEN

The Lobby will serve as the primary entrance for patrons to the Randy Owen Center's 1,000-seat concert hall and the existing 450-seat recital hall. The lobby is home to the box office and guest services window, concessions, and restroom facilities, serving both the new and existing spaces. Built in technology allows for screens to show the concert hall performances in real time, with speakers broadcasting the live feed, so patrons running to get concessions won't miss a moment of the events.

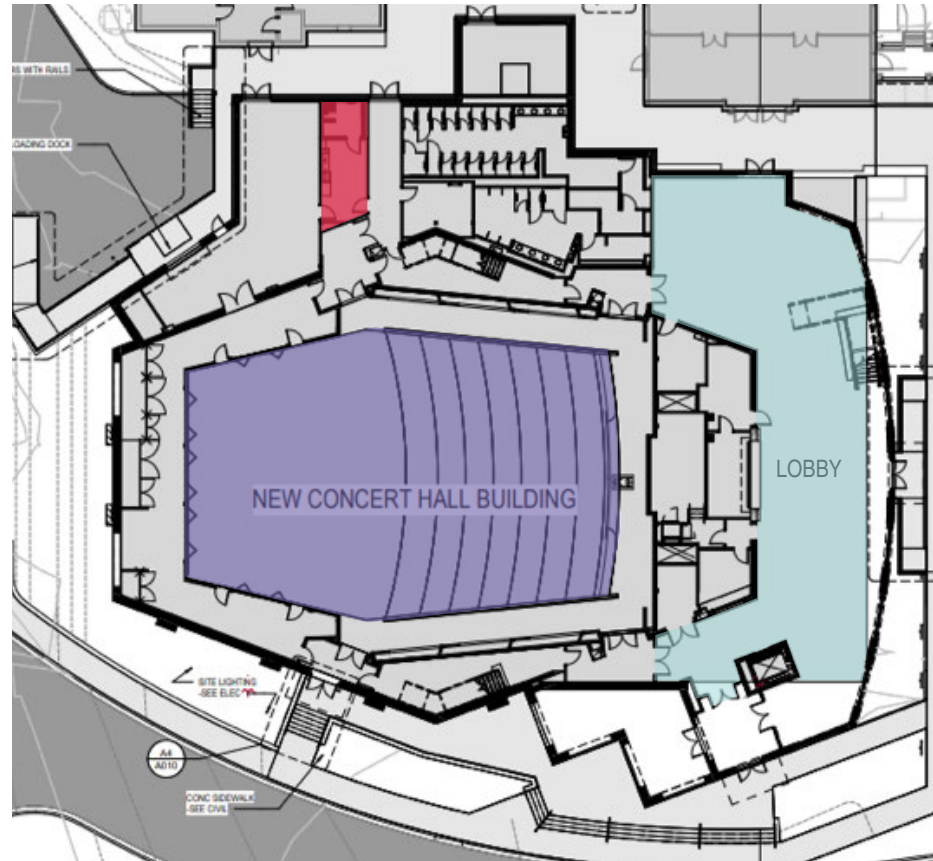




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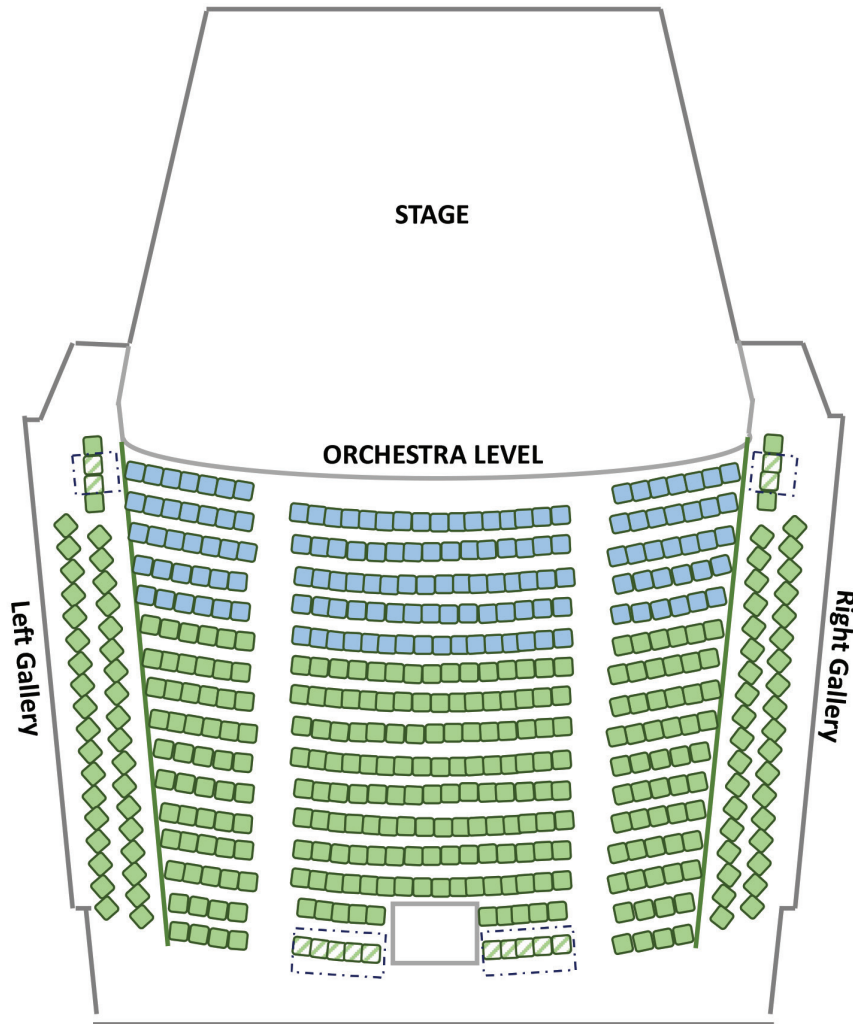
CONCERT HALL NAMING OPPORTUNITIES

- CONCERT HALL (TAKEN)**
\$2M
- LOBBY (TAKEN)**
\$1M
- STAR DRESSING ROOM**
\$100,000



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CONCERT HALL NAMING OPPORTUNITIES



LOWER SEAT ROWS

- 1ST 5 ROWS (144 seats)
\$2,500
- ALL OTHER ROWS (324 seats)
\$1,000
- REMOVABLE SEAT (ADA)



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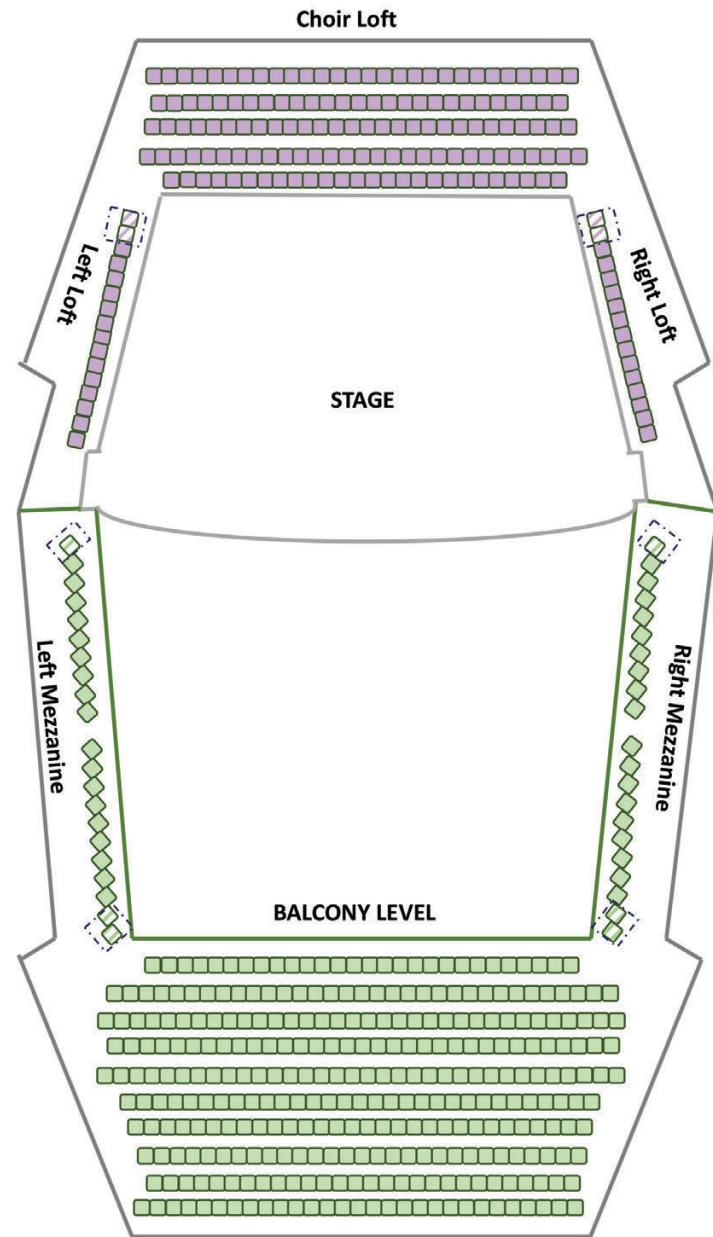
CONCERT HALL NAMING OPPORTUNITIES

UPPER SEAT ROWS

BALCONY/MEZZANINE
(345 seats)
\$1,000

LOFT AREA
(166 seats)
\$500

REMOVABLE SEAT (ADA)



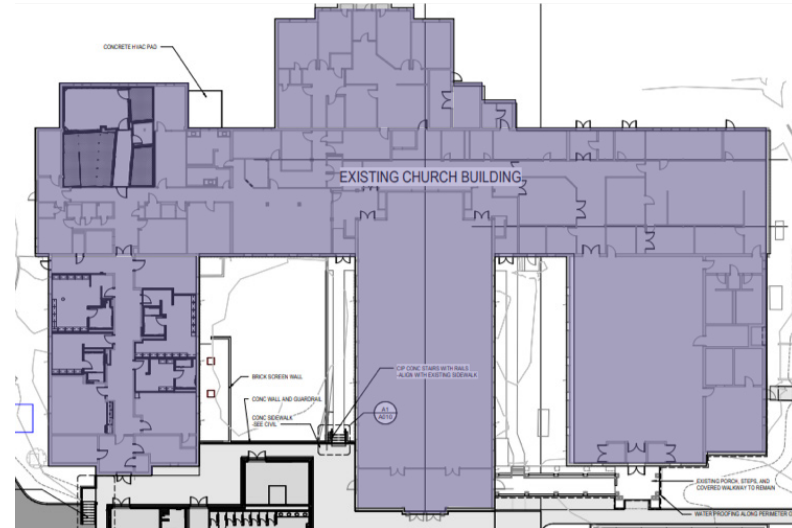
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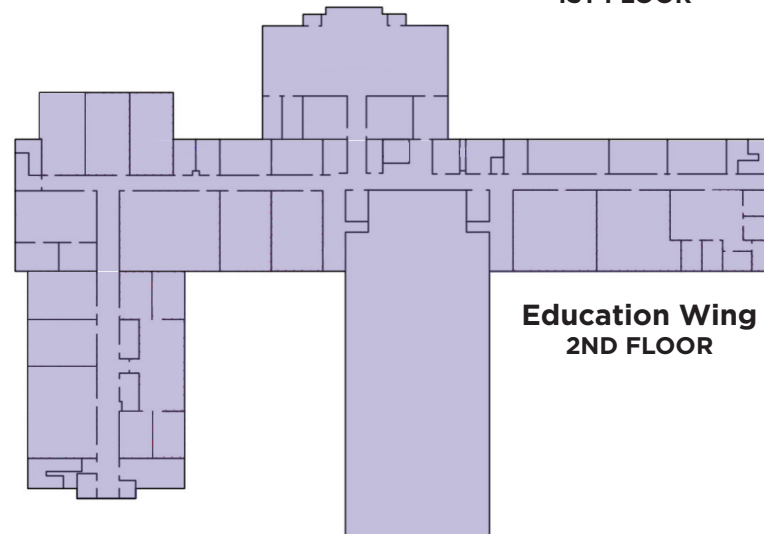
EDUCATION WING NAMING - \$7M

May 31st, 2023, Jacksonville State University officially acquired the former First Baptist Church of Jacksonville, allowing for expanded programming and services to be provided through the Randy Owen Center for the Performing Arts. The existing 50,957 square foot facility is situated on 6.65 acres, adjacent to JSU's existing property, and the spaces will be able to be repurposed as a 450-seat recital hall, general education classrooms, studios, offices, a music academy for the community, creative collaborative spaces and campus event spaces, with minimal renovation.

Some of the space will also be repurposed and designed as a recording studio for our growing music technology program and backstage artist suite, complete with dressing rooms, a greenroom, and space for company management.



**Education Wing
1ST FLOOR**



**Education Wing
2ND FLOOR**

ARTIST SUITE-BACKSTAGE HALL

The Backstage Artist Suite is the back of house area to be used by touring and event groups, housing company management, the greenroom, and four dressing rooms. Company Management is located at the back of house and used by touring and event groups to serve as their command center on event day. The Greenroom is used for back of house hospitality, with room for lounging and catering. The Star Dressing Room is in the new construction, just off the stage, to provide easy and quick access for performers. The Ensemble dressing rooms accommodate 10-12, as they dress and prepare for performances, whereas the Small Dressing rooms accommodate four performers.



RECITAL HALL

This existing space will be a large recital hall that is able to accommodate up to 450 patrons, complete with an existing balcony. This will be an ideal space for our large instrumental ensembles and choirs, and will include technology and equipment to accommodate everything from concerts to presentations and film screenings.



REHEARSAL HALL

The former First Baptist Church of Jacksonville Fellowships Hall will become a usable and rentable space, complete with technology and equipment to accommodate dance, providing rehearsal space for the Marching Southerners Colorguard, JSU Center Stage Winterguard, Ballerinas, as well as our Special Topics in Dance. These instructors and staff also serve as choreographers for campus productions, so this rehearsal space provides ample space for those programs and productions to grow and have a rehearsal space like that encountered in the professional world. It is vital that all spaces in the ROC be multipurpose, and the rehearsal hall can also accommodate 150-200 for a seated meal and other types of events, complete with a catering kitchen adjoining the space. This infrastructure also allows us to utilize the rehearsal room for competitions and conferences as warm-up rooms and breakout sessions.



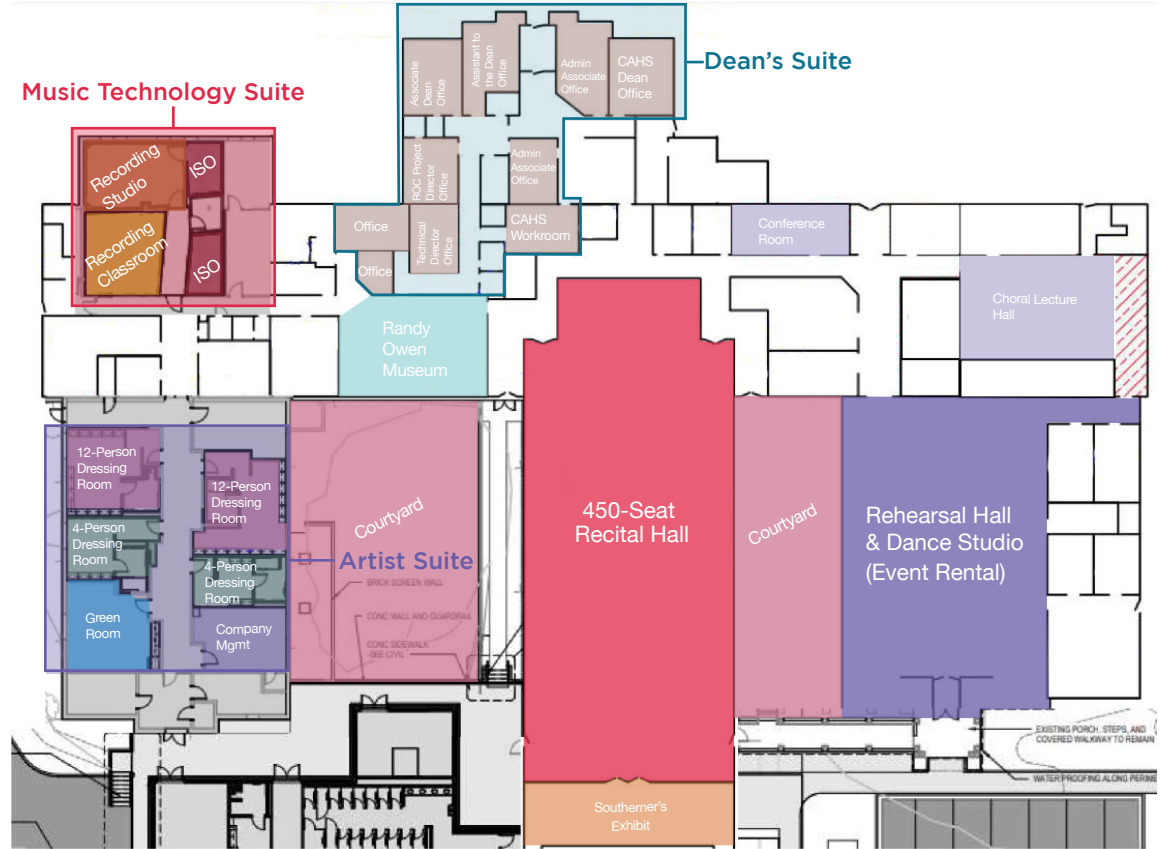
RECORDING STUDIO

The planned Recording Suite for the Randy Owen Center includes two isolation booths, one for vocals and one for percussion, a studio capable of holding small instrumental ensembles, and a suite large enough to accommodate our music technology classes. The technology utilized in the learning spaces will allow us to cross train our students on music technology, from live performances in both the recital hall and concert hall as well as sessions within the booth itself. This space has the infrastructure needed to expand class offerings, but the space needs outfitting to be used for these purposes. The new education program in Music Technology would allow for students to gain skills needed in the industry and work with real clients through production, from proper technical setup for live performances to proper acoustics in the recording studio.



EDUCATION WING - FIRST FLOOR NAMING OPPORTUNITIES

- 450-Seat Recital Hall - \$1M
 - Rehearsal Hall/Dance Studio - \$500,000
 - Randy Owen Museum - \$350,000
 - Southerner's Exhibit - \$200,000
 - Courtyard East - \$75,000
 - Courtyard West - \$75,000
 - Choral/Lecture Hall - \$50,000
 - Conference Room (2) - \$50,000
- Dean's Suite - \$100,000
 - Admin Associate Office - \$15,000
 - Assistant to the Dean Office - \$15,000
 - Associate Dean Office - \$15,000
 - Admin Associate Office - \$15,000
 - CAHS Workrooms - \$15,000
 - ROC Project Director Office - \$15,000
 - Technical Director Office - \$15,000
 - Office (2) - \$10,000
- Music Technology Suite - \$500,000
 - Recording Studio - \$250,000
 - Recording Classroom - \$50,000
 - Isolation Booths (2) - \$25,000
- Artist Suite - \$500,000
 - Green Room - \$250,000
 - 12-Person Dressing Room (2) - \$75,000
 - Company Management - \$50,000
 - 4-Person Dressing Room (2) - \$25,000



CREATIVE CO-OP

The planned Randy Owen Center includes renovating a conference room and breakout rooms to become the Creative Co-Op. These spaces connect the undergraduate classroom with entrepreneurial opportunities and real-life clients. This new education program allows for students to gain skills needed in their industries, ranging from writing for marketing, graphic design and film. These mediums needed and used by regional businesses, allow students to work with real clients from proposal pitch to final production. Jacksonville State University is also home to the Small Business Development Center, so there are partnership opportunities to connect our students and future entrepreneurs with the available resources and opportunities, while serving as a type of incubator to launch these creative artists into their careers. This facility has the potential to provide needed studio space for our student artists, helping fill the gaps in collaborative community space accessibility and affordability. For many creative artists, it takes years to get their first break, but this facility provides a launch pad to help them succeed and easily surpass that first hurdle most new artists face.



MUSIC ACADEMY

JSU Music Academy program provides music lessons to children and others in the community. Through additional fundraising, we also provide scholarships for 2 students per semester to receive free music lessons (voice or instrument). The annual impact reaches between 25-41 students, who take lessons from the JSU Music Academy. The planned Randy Owen Center includes spaces dedicated for the JSU Music Academy, including one large space with piano for ensemble work and four practice rooms. Each practice room will be acoustically outfitted and have a piano, like our current practice rooms with Mason Hall. Currently, Music Academy shares practice spaces with our music department, displacing students who may need convenient access. This infrastructure also provides practice spaces for competition and conferences to be housed within the Randy Owen Center.



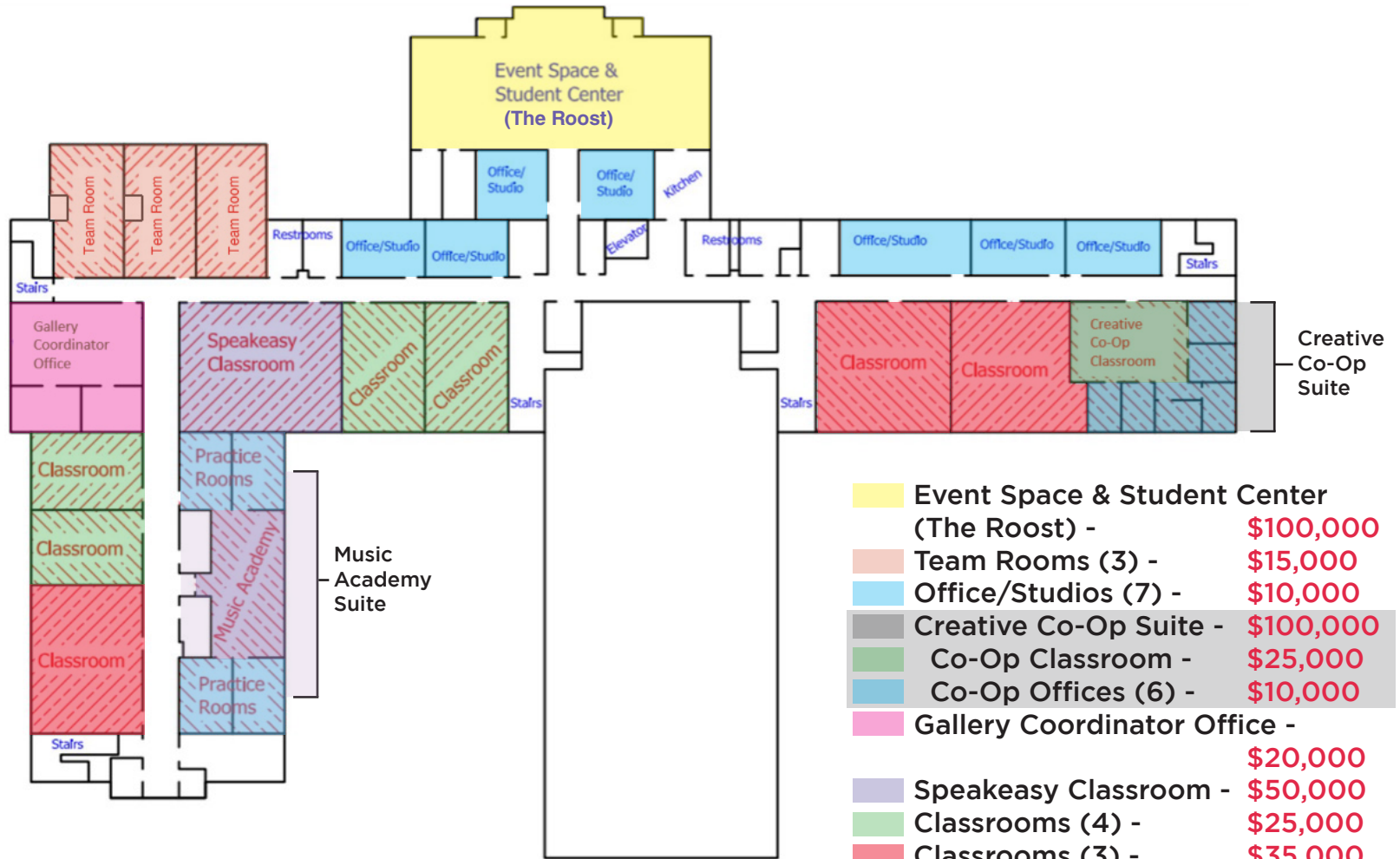
THE ROOST

» THE ROOST EVENT SPACE

The Roost is an event space on the second floor of the existing structure and education wing, which can host both external event rentals and student organization meetings and events. Complete with a small kitchen and technology, it can accommodate catered meetings and events.



EDUCATION WING - SECOND FLOOR NAMING OPPORTUNITIES



 Event Space & Student Center (The Roost) -	\$100,000
 Team Rooms (3) -	\$15,000
 Office/Studios (7) -	\$10,000
 Creative Co-Op Suite -	\$100,000
 Co-Op Classroom -	\$25,000
 Co-Op Offices (6) -	\$10,000
 Gallery Coordinator Office -	\$20,000
 Speakeasy Classroom -	\$50,000
 Classrooms (4) -	\$25,000
 Classrooms (3) -	\$35,000
 Music Academy Suite -	\$100,000
 Music Academy Classroom -	\$50,000
 Practice Rooms (4) -	\$10,000



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Scan to visit the ROC website

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