



**MID-COLUMBIA**  
PERFORMING ARTS CENTER

# February 2024

Welcome to Arts Center Task Force's newsletter, where you can find the latest news about the Mid-Columbia Performing Arts Center (MCPAC)!

Our mission remains unwavering: to build and operate the MCPAC, a vibrant, state-of-the-art facility for artistic expression and innovation. Thanks to our donors, volunteers, and the dedication of our incredible team, we've made substantial progress toward beginning construction of the MCPAC.

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## Arts Center Task Force Names New Executive Director



**RICHLAND, Wash. (Feb. 7, 2024).** Arts Center Task Force (ACTF) has hired Blake Smith, Townsend, Tenn., as its new Executive Director. Smith, who has more than 30 years of experience in managing and operating performing arts centers, assumed the role Monday, Feb. 5. He was chosen after a national search launched in November.

“Blake is a perfect fit for our organization with his wealth of experience with performing arts

centers,” said ACTF Board Chair Steven Wiley. “He will be invaluable to our mission to build and operate the Mid-Columbia Performing Arts Center.”

The Arts Center will be sited in Columbia Park West near The REACH Museum. The 800-seat venue will be a vibrant, state-of-the-art facility for local and touring group performances. “It will enhance cultural access and quality of life for the community, promote economic vitality, and support the wide variety of local arts organizations in the Tri-Cities,” said Wiley.

Most recently, Smith was chief executive and general manager of the Clayton Center for the Arts in Maryville, Tenn. He previously was Director of Operations and Facility Technical Director at the Hobby Center for the Performing Arts in Houston and served as Director of Concerts and Conventions at the Delta Center Arena, Salt Lake City.

Smith also is past president of the Tennessee Presenters Association, was trained in technical theatre at Arizona State University, and is a member of the International Association of Venue Managers.

“Joining a team committed to bringing a professional performing arts center to the Tri-Cities area is the culmination of my years spent supporting and promoting live arts. It’s an exciting challenge I couldn’t pass up,” said Smith. “With the strong support this community gives its local arts organizations, it was clear to me that this endeavor to provide a home for their work and the opportunity to host a broad variety of touring performances will provide a positive cultural boost to this community and its residents.”

Read more about Blake on our [website](#)

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## Upcoming Events



Arts Center Task Force logo featuring a stylized figure holding a torch.

**ARTS CENTER**  
TASK FORCE

*Spring Gala*

JOIN US

**“UNDER THE LIGHTS”**

MAY 4, 2024 | REACH MUSEUM

6 PM - 10 PM

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Arts Center Task Force is hosting its first ever Gala Fundraiser! Join us on May 4, 2024 and be a part of history. Help raise funds to build the Arts Center here in the Tri-Cities. This elegant evening



will sweep you off your feet as we give updates on our progress. View the site and see the plans for the Mid-Columbia Performing Arts Center. Celebrate with us over the advancement to the final stages of preparation.

Dress in your best and join us "Under the Lights" as we take over the REACH Museum. Witness first hand the passion and heart behind a long awaited goal. The evening will be an elegant experience with a delicious meal provided by Fat Olives, exquisite local wines, live auction, testimonials from our partners, and special entertainment that will leave you believing in magic!

Purchase tickets, buy a table, or see our sponsorship opportunities [here](#).



## Arts Center Task Force

*You're Invited!*

## Open house @The Studio on Symons street

MARCH 7, 2024

6:30PM

704 SYMONS ST. RICHLAND

Open House!

Stop by Arts Center Task Force's Studio on Symons March 7 at 6:30pm and see our space, take a tour, and meet the team, including our new Executive Director, Blake Smith.

Drinks and snacks provided.

## Check Out Our Website!

We're in the process of updating ACTF's [website](#), and we invite you to check it out. Questions about us? see our [Frequently Asked Questions](#)! Keep checking in to see what's new.

## Public Presentations

February 1, 2024

Tri-Citizen of the Year Lura Powell and her husband Art King hosted an event with



ACTF staff, Board Chair Steve Wiley, and Fundraising Chair Julie Wiley giving an update on the organization, our steps moving forward, and our goals moving into the new year.



## February 7, 2024

ACTF staff attended the National Association of Retired Federal Employees on February 7, at Clover Island Inn. Operations Director, Amber Maiden presented updates on our progress in building the Mid-Columbia Performing Arts Center.

If you'd like us to speak to your club or organization, please contact us at [info@artscentertaskforce.com](mailto:info@artscentertaskforce.com).

## What the staff are up to



Staff attending a session of Ask The Experts on AI Unleashed provided by the Tri-Cities Regional Chamber.



Operations Director Amber Maiden, and Development and Outreach Coordinator Riley Osborn attending Leadership Tri-Cities Fundraising Breakfast on Feb. 6. Growing and cultivation relationships with local leaders keeps our staff current with community needs and trends.



# The Studio on Symons Street Happenings



February 7, 2024

ACTF hosted a Marketing 101 class on Jan. 24h for our partners and some community members. Our facility was a great location to host a group gathering in our conference room using its virtual capabilities to talk about a very virtual topic.

ACTF brought in a seasoned marketer Vee Zwicke, who has extensive web and traditional advertising expertise to go over social media platforms in depth and best practices and uses with a focus on nonprofits and performing arts groups.

Need event, rehearsal, small performance, podcast and meeting space? Check out ACTF's [Studio on Symons Street](#) at 704 Symons in Richland. We have a wide range of video and audio equipment available for recordings, including green screen and a full range of lighting equipment. Contact Amber Maiden for details and tours. [amber@artscentertaskforce.com](mailto:amber@artscentertaskforce.com)

Thank you for being an integral part of the Arts Center Task Force family. Stay engaged, stay inspired, and let's keep the arts alive in Mid-Columbia!

P.S. Follow us on social media and visit our website for the latest news and behind-the-scenes glimpses of our progress!



**ARTS CENTER**  
TASK FORCE

See What We're Up To



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