

The PPA kicks off inaugural economic event

March 5, 2023



The Partnership for the Performing Arts hosted a presentation/luncheon for community leaders Saturday at the Elk Valley Rancheria Sam Lopez Community Room.

About 80 folks from Crescent City and Del Norte County listened to Nick and Lisa Rail share their vision and dream of building a \$42 million Performing Arts Center on the campus of Del Norte High School. The Rails hail from Crescent City, moved away to open and develop their musical instrument repair business, and returned home to build their dream.

The Rails through its 501c3 foundation contributed \$1 million, proceeds from the sale of its successful chain of music stores in Southern California. The State contributed \$2.5 million to the Del Norte Unified School District Building Fund, through the effort of State Senator Mike Mc Guire.

After opening remarks by Nick Rail, he turned over the program to Keith Taylor, Executive Director of UC Cooperative Extension/UC Davis to share the economic impact of the performing arts center, in Crescent City. Besides the attractive magnet entertainment potential of the 1,000 seat center, the building can also

provide residents a central gathering place, receive essentials such as food, water and other emergency support services.

Under the motto, “We build together, we rise together,” Taylor touted, you will not find a single project do as much at once, as the Del Norte Center for the Performing Arts.”

Alec Dompka, UC Extension Economic advisor stated, “the Performing Arts Center brings the world to Crescent City. A million visitors annually pass through Crescent City. It’s potential economic impact is transformational. The PAC’s performances and location will contribute to Del Norte’s tourism and position Crescent City as a central hub. There is no reasonable venue for hundreds of miles, suitable for hosting touring musicians, dancers, theater ensembles or other people who are shaping our world.”

A panel of four community trendsetters from local business and government shared their views on the economic impact of the PAC. The panelists were Jen Schmidt of House of Jambalaya and Del Norte Association of Cultural Awareness, Michael Sullivan of Edward Jones company, Cindy Vosburg, Director of the Chamber of Commerce / Del Norte Visitors Bureau and Crescent City Manager Eric Wier. The city manager evoked the composite sentiment for the quartet panel of the Performing Arts Center, saying the PAC will be “transformational and praised the resiliency of the community.”

A classic car show fundraising event for the benefit of the Partnership for the Performing Arts is planned for August at the Lucky 7 Casino.

Those wishing to contribute, support or sign up to be placed on the email list for the Partnership for the Performing Arts contact info@ppadelnorte.org.

The Performing Arts Center is targeted for a January 2028 opening.