



*Introducing MC3: A New Vision and Name for the Former
Maryland Theatre for the Performing Arts*

WHO: Maryland Cultural and Conference Center (MC3)
WHERE: 3 Park Place, Suite 4, Annapolis 21401
WHAT: MTPA Announces Rebrand to MC3
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FOR IMMEDIATE RELEASE

During the past year while the COVID 19 pandemic limited so many activities, Maryland Theatre for the Performing Arts (MTPA) took the opportunity to do some introspection and re-envisioning, and is now emerging as the Maryland Cultural and Conference Center, more commonly referred to as MC3. As a result of the “pause” imposed by the pandemic, MC3’s Strategic Planning Team and Board developed a new strategic plan, a new website has been launched, and a programming schedule for Spring 2021 has been created.

MC3 Board Chair, Michael (“Mike”) W. Davis and MC3 Board Vice Chair, Midgett S. Parker, Jr., along with Executive Director, Mattie Fenton, and an active Board of Trustees and creative professional staff, will lead MC3’s efforts to implement its strategic plan to become a “world-class cultural and conference center offering state-of-the-art meeting and entertainment spaces, innovative and dynamic multi-cultural programming in a venue that honors veterans within the greater Annapolis region and the state of Maryland.”

MC3 has determined that there are at least three distinct communities with different needs that will serve as pillars for any building that will be constructed: the arts community, the business community and the region’s many veterans.

MC3 has developed a forward-looking diversity, equity and inclusion statement that will guide how MC3 will accomplish its mission. MC3 is consistently reaching out to its diverse communities for input and participation. The results of these efforts are seen in the make-up of the MC3 Board, as well as the current plan to devote a new mural on the MC3 Lawn in celebration of Carr’s Beach that will be created by local artist, Comacell Brown. The results can also be seen in the performances and programs scheduled over the next year. There will be a Silent Disco & Outdoor Lighting Installation with UMD graduate students, and six new art exhibitions from local Maryland artists at The Gallery. MC3 will also serve as a co-host for the



Annapolis Juneteenth VIP reception. Davis is certain these efforts will “make MC3 stronger and better able to identify and access even more opportunities as we go forward.”

“MC3 has made a commitment to present culturally diverse, accessible and innovative arts programs, not just in the future, but now,” Fenton added.

This plan will be accomplished in three stages with strong community input driving each stage.

StageOne includes the existing facilities at MC3: the Lawn, the Terrace and the Gallery. All three facilities will be updated and upgraded so that they can be used by more members of the community. “We are really excited about these changes, all of which will become visible signs that MC3 is here now and here to stay,” stated Fenton.

StageTwo is planned to be a four-story building built on the existing Terrace. It will include a multi-purpose stage, breakout rooms, offices, galleries and a veteran’s overlook. Importantly, it will also include retail opportunities at street level and, perhaps, a restaurant on the top floor and roof.

StageThree will be the main-stage flexible theater. It will be built on the Lawn at Park Place, and will be the largest element of this plan. With the spaces that will be available in both StageTwo and StageThree, local, regional and even national businesses will have modern, flexible and technologically current spaces to hold conferences of most any size. According to Davis, “with the retail, restaurant and conference capabilities, MC3 will truly be ‘where business meets the arts!’”

Importantly, with its location next to the Annapolis National Cemetery, MC3 will not only be a place where veterans are honored, but a place where they can participate in the local arts community and benefit from all that a vibrant arts community can provide.

There is no set timetable to start StageTwo or complete StageThree. “The timetable will depend on the wishes and needs of the community, and the ability to raise substantial amounts of capital, mostly from private sources.” Parker explained.

“We are here to stay,” emphasized Davis, “and we want to work with our community partners and with all the other members of the Arts District to make Annapolis the cultural center of Maryland and a valuable resource for our business community.”



Web Site: www.MC3Annapolis.org

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