



Appalachian  
Regional  
Commission

# PROJECT ANNOUNCEMENT

**Subject:** The Rockmart Theatre Renovations Phase I  
GA-21573-302-23

**Grantee:** Rockmart, City of

**Local Contact:** Delmos Stone **Congressional 14**  
7706842724 **District(s):**

**Funding:** ARC \$1,000,000  
Local \$442,000  
**Total** \$1,442,000

## WASHINGTON, D.C.-

The Appalachian Regional Commission announced today approval of a grant in the amount of \$1,000,000 to the City of Rockmart for renovations to the Rockmart Theatre. The project will result in 5,400 new visitor days to Rockmart, improve 10 downtown businesses that are open in the evening, and see 9,600 square feet of upgraded space.

ARC funds will be used for renovations to preserve this important cultural asset and stimulate economic activity in the downtown area. The project includes improvements to the historic Art Deco facade, lobby, and life safety systems within the building. These items were prioritized to stabilize the structure, improve the aesthetics of downtown, and ensure the safety of patrons and performers.

In 2022, the City of Rockmart made a long-term commitment to improving their central business district by creating the Rockmart Downtown Development Authority to address the downtown vacancy rate of 50 percent. A pivotal project in Rockmart's downtown redevelopment strategy is to renovate the Rockmart Theatre and reestablish this cultural resource as a destination for area residents and tourism. The City has hired a theater manager that will market and oversee the theater and explore opportunities to recruit larger regional productions to the

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theater. The city anticipates fifteen new performances in the first full year after renovations are completed.

In addition to ARC funds, local sources will provide \$442,000, bringing the total project funding to \$1,442,000.

**About the Appalachian Regional Commission**

The Appalachian Regional Commission (ARC) is an economic development agency of the federal government and 13 state governments focusing on 423 counties across the Appalachian region. ARC's mission is to innovate, partner, and invest to build community capacity and strengthen economic growth in Appalachia and help the region achieve socioeconomic parity with the nation. More information is available at [www.arc.gov](http://www.arc.gov).

Date Approved: 9/27/2023