

Case for Support

January 2018



Bringing Professional Theatre to Oceanside

Oceanside Theatre Company (OTC) is the professional production company in residence at the historic Brooks Theater in downtown Oceanside, California. OTC is a California nonprofit public benefit corporation and a federally recognized 501(c)(3) charitable organization.

Our mission is to:

- produce professional theatrical productions for the entertainment and enrichment of our community,
- present educational opportunities in the arts for children and adults; and
- provide a venue for expansion of artistic endeavors in north San Diego county.

Our Vision: Oceanside Theatre Company's vision for the future is to be beacon for arts education, culture, and the performing arts in North San Diego County.

Our Values: Artistic Excellence, Community Collaboration, Integrity, Diversity, Good Stewardship.



Building a Stronger Community

Live theatre enriches our community by providing thought provoking and powerful storytelling through a blending of art forms. The arts help us express our values, build bridges between cultures, and bring us together regardless of ethnicity, religion or age.

As the only professional live theatre company in Oceanside, Oceanside Theatre Company (OTC) at the historic Brooks Theatre is quickly becoming a beacon for the arts in North County.

“Oceanside International Film Festival (OIFF) has benefited greatly from the collaboration with OTC. Our partnership has helped engage the patrons in the local community. The downtown location of OTC has been key in putting a spotlight on the vibrant art community in Downtown Oceanside.”

Anita R - Co-Chairman of OIFF/Treasurer of the Oceanside Cultural Arts Foundation (OCAF)

Serving as a Vital Cultural Link

An important part of OTC's mission is to perform community outreach, thereby inspiring and sharing the arts with our youth. Filling the gap left by the elimination of arts education in local schools is critically important.

To help accomplish our mission, OTC runs a four-week Youth Academy (OTCYA) during the summer and performs outreach with local schools during the school year.

"Our daughter had a wonderful growth experience with OTC. I appreciate all of your hard work and dedication to all of the students. Your staff is stellar!"

Aimee P/Mother

The theatre also serves as an integral part of the many Oceanside art and cultural institutions: Oceanside International Film Festival, Art Walk, Oceanside Museum of Art and MainStreet Oceanside.

Of all the cities in California, the Oceanside Cultural District was just recently selected by the California Arts Council as one of California's 14, premier state-designated cultural districts. The Oceanside Cultural partners include: the City of Oceanside, Oceanside Public Library, Oceanside Arts Commission, Oceanside Friends of the Arts, Oceanside Museum of Art and MainStreet Oceanside. OTC is closely linked with all these cultural partners.

Research has shown that a high concentration of the arts in a city leads to higher civic engagement, more social cohesion, improved child welfare, and lower poverty rates. Plus, students involved in the arts show improved academic performance, lower dropout rates and better attitudes about community service.

"I just wanted to tell you that you did a wonderful job with the students and their performance in the musical. Through your hard work and guidance, the Jefferson students were able to meet the highest of expectations. I hope we can continue to work with you in the future."

*Frank Balanon/Principal/Jefferson Middle School,
Oceanside Unified School District*



“The partnership with OTC has been a tremendous benefit to Masters Kitchen. We have seen a significant increase in business since advertising with them as well as a big increase in patronage on show nights both before and after the shows. We are thrilled with the collaboration and look forward to a strong relationship moving forward.”

Ryan J - Owner, Masters Kitchen



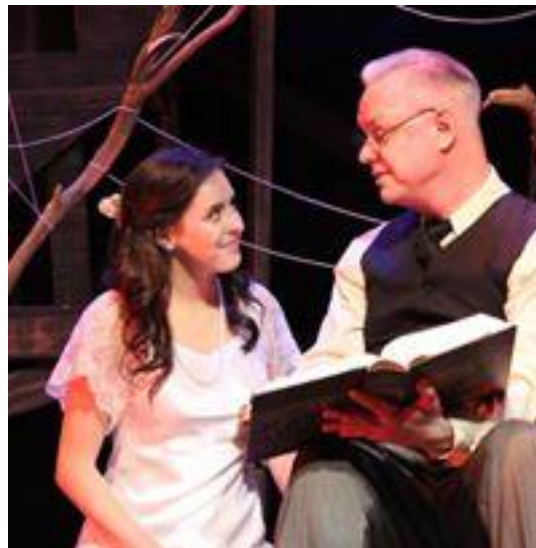
Driving Economic Development

Visual and performing arts attract tourists and locals alike to the theatre and its surrounding restaurants and shops. Art travelers are ideal tourists - staying longer and spending more. The typical arts attendee spends \$24.60 per person, per event, not including the cost of admission, and attendees outside the county spend twice as much.

Nonprofit arts organizations generate \$135 billion in economic activity annually, supporting 4.1 million jobs and generating \$22.3 billion in government revenue.

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Celebrating Our Rich Oceanside History

The Brooks Theatre has a rich history deeply rooted in Oceanside. The building had been a butcher shop, a drug store, a barbershop, a billiard parlor, and yes - a theatre.

1936 to 1948

The Brooks operated as the Margo from 1936-1948, after which it was renamed the “Towne Theater.”

1950’s to 1970’s

The Towne was one of three downtown movie houses that operated through the 50’s, 60’s and 70’s.

1993 to 2011

The City of Oceanside acquired the theatre in 1993 from Hattie Hazel “Sunshine” Brooks, from whom the current name originates. A local group of thespians answered a call from the city in 1995 and moved into the building as the Pacific Coast Players. The Players called the Brooks their home for five years. The theatre went black for a year during construction. New Vision Theatre Company managed the Brooks for six years after the theatre construction was completed.

2011 to 2016

Oceanside Theatre Company formed in January of 2011 and was awarded management for the next five years.

2016 to Present

In 2016, a new OTC Board of Directors and Artistic Director were appointed and a new mission and vision established. The new Board has two primary goals, namely:

1. To engage and collaborate with the thriving local arts community, residents, and commerce making Oceanside and OTC a beacon for the arts in North County; and
2. To restore the historic Brooks Theatre.

The rich history of the Brooks is one with many ups and downs, and it is an honor to be a part of its revitalization. We hope that the men and women, whose dream was to bring brightness to their town, will be pleased with our efforts to make the Brooks and Oceanside Theatre Company a regional cornerstone for the arts.

Make a Difference Today

Ticket purchases simply cannot cover all that we do at OTC. Your tax-deductible donation helps to:

- support artistic excellence on our stage;
- serve local students through our education and performance programs;
- develop new programming;
- enlarge our continuously changing fine art gallery; and
- maintain and improve our historic theater.

Our Next Act -- Restoring & Renovating the Historic Brooks Theatre

The Historic Brooks Theatre is in need of capital improvements that will preserve its historical beauty and allow Oceanside Theatre Company to continue to meet the needs of our patrons and the community at large.

Planned Restorations

\$19,000	Studio Space Remodel
\$30,000	Bathroom Remodel & Lobby HVAC
\$25,000	Lobby Windows/Doors Remodel
\$20,000	Renovate Backstage and Dressing Rooms
\$20,000	Technical Theatre Equipment Upgrades

We Need Your Help to Reinvigorate the Arts in North County!

Our theatre is going through a period of reinvigoration with our new Board and new vision and mission. We are beginning with a rebrand of the theatre, a new website, new outreach programs, new productions and new ventures into the arts.

As a 100% volunteer managed organization, Oceanside Theatre Company relies on contributions from the community to ensure our growth and sustainability. Contributions to our organization help bridge the gap between ticket revenue and the actual costs of producing live quality theatre.

Help us bring a new focus to the arts here in North County. Use your charitable dollars to enrich our community here in Oceanside - donate today!

Naming Opportunities

All naming opportunities are available for five years or in perpetuity.

Multi-year pledge installment plans are available for gifts over \$25,000.

	<u>5 years</u>	<u>In Perpetuity*</u>
Stage	\$35,000	\$125,000
Lobby	\$25,000	\$150,000
Studio Space	\$25,000	\$75,000
Box Office	\$10,000	\$75,000
Concessions Stand	\$5,000	\$50,000
Dressing Rooms	\$5,000/each	\$25,000/each
Tech Booth	\$5,000	\$15,000
Seats		\$2,500/each

* For the lifetime of Oceanside Theatre Company at the Brooks Theatre.

Help us make Oceanside Theatre Company a beacon for the arts in North County!



Talk to us today about your donation...

Contact Bridgette Young at (760) 443-5300 or BYoung@OceansideTheatre.org.

Learn more about OTC by visiting www.oceansidetheatre.org.