

Revitalizing
Oceanside's
**HISTORIC
BROOKS
THEATER**



Sunshine
BROOKS **BROOKS**

OTC YOUTH ACADEMY
"WINTER SHOWCASE"
FEB 9TH 2 PM \$5 AT THE DOOR
FUN FOR THE WHOLE FAMILY!
OCEANSIDETHEATRE.ORG

OCEANSIDE LIBRARY BIG RE
CONCERT OF FILM NOIR MUSIC
SAT FEB 8, 7:30 PM
FREE ADMISSION
OCEANSIDETHEATRE.ORG

BOX OFFICE





Honoring
the past
**OPENING
TO THE
FUTURE**

Revitalizing Oceanside's **HISTORIC BROOKS THEATER**

Having secured a new 20-year lease in 2021, OTC is embarking upon a significant renovation of the historic Brooks Theater, a treasured cultural asset and important landmark at the heart of downtown Oceanside's Cultural District.

The renovation will update and improve Oceanside's culturally diverse complex for arts and education. Once fully restored, the enhanced theatre and auxiliary spaces will provide performance space and opportunities for regional arts organizations, bring a wealth of new programming to our community, and create economic growth.



PROJECT HIGHLIGHTS

Oceanside Theatre Company
Renovate and Update
The Historic Sunshine Brooks Theatre

LOCATION

Downtown Oceanside
In the heart of the
Oceanside CA Cultural District

SIZE

2,750 sq. ft.

TIMELINE

March 2024 - July 2024

PROJECT BUDGET

\$1.8 million

ARCHITECTURE

*Object Projects: A Women-Owned
California-Based Architecture
and Design Studio*
Ann Worth & Sarah Hirschman

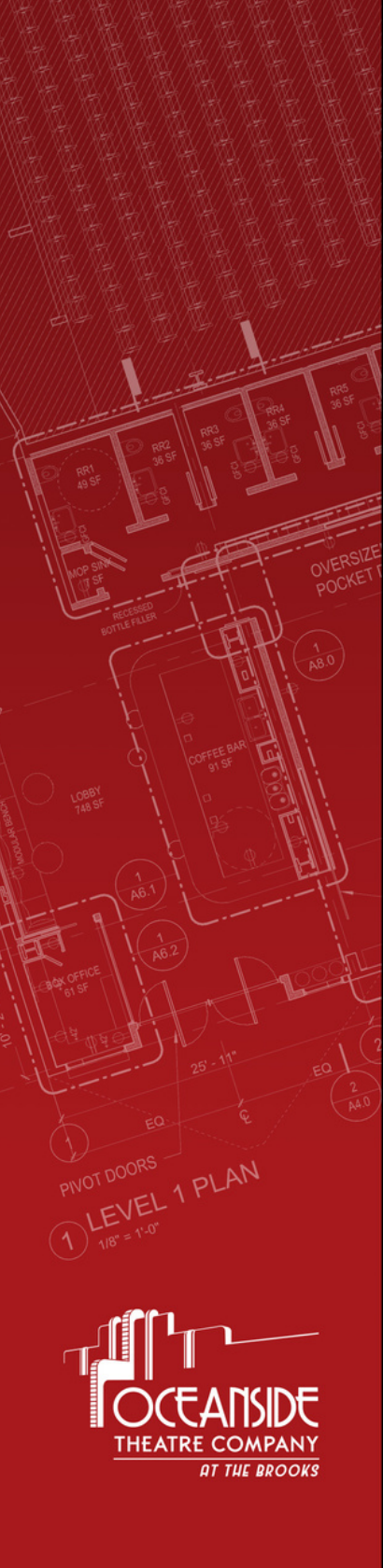
MANAGING DIRECTOR

Alex Goodman

ARTISTIC DIRECTOR

Ted Leib

"Wizard of Oz"
(Youth Academy production)
Photo: Ted Leib



ABOUT OCEANSIDE THEATRE COMPANY

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

- 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 a beacon for arts education, culture, and the performing arts in North San Diego County.



CAMPAIGN OVERVIEW

OTC is seeking \$1.8 million in funding to transform their current space to:

- Infuse new life and purpose into a prized, historical asset in the heart of the Oceanside Cultural District
- Create more educational outreach opportunities for local elementary, middle and high schools
- Fuel economic growth in our community through the multi-use nature of this updated facility
- Propel the beautification, cultural vibrancy, and economic draw of the Coast Highway Corridor
- Support the cultural infrastructure of our community and contribute to the revival of Downtown Oceanside as a cultural destination
- Establish Oceanside as a major performing arts centre and cultural hub in North County San Diego

OTC Goals of the Renovation:

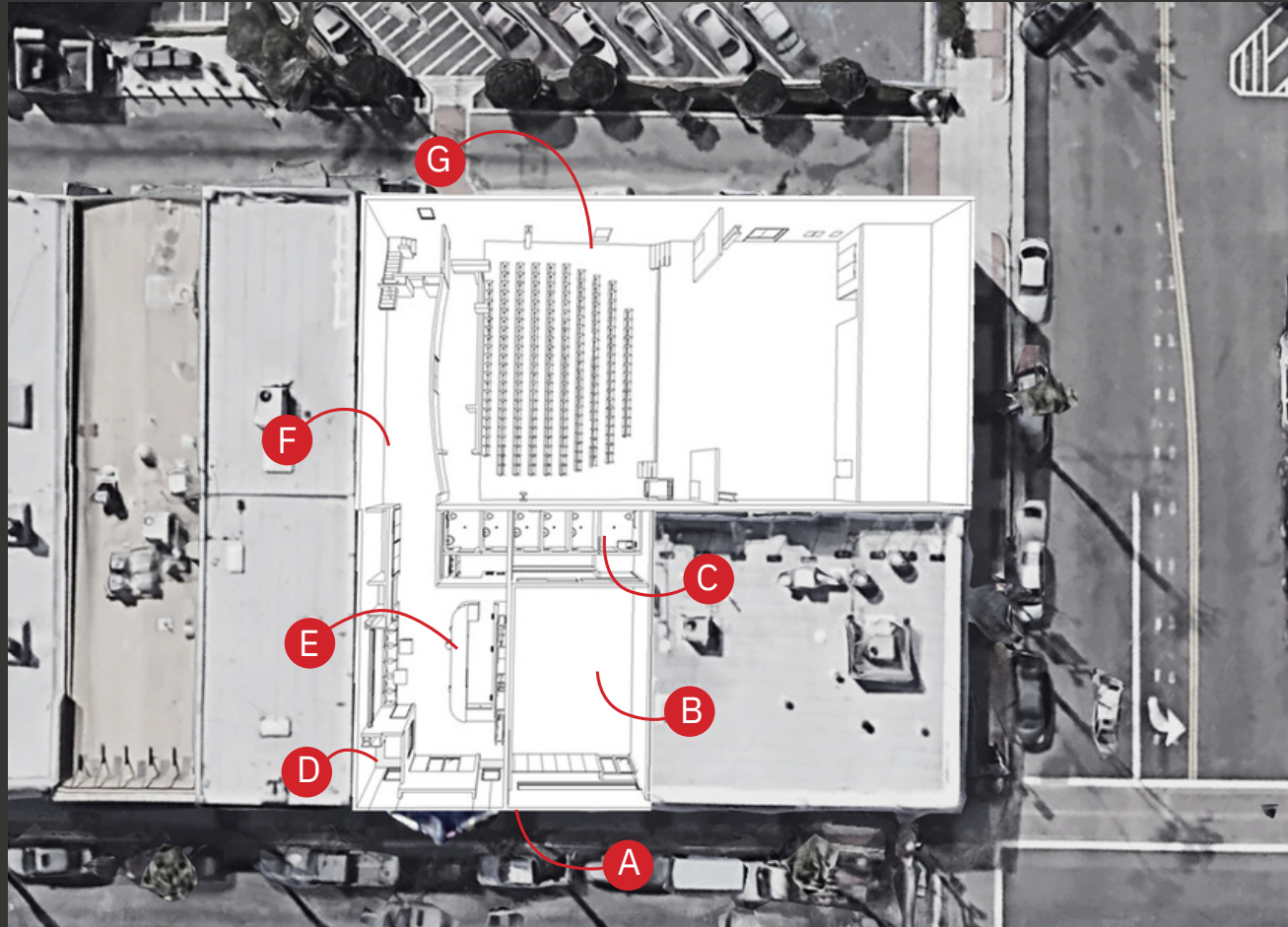
- Invest in and ensure the long term use of an iconic and Historic City-owned cultural asset
- Enhance OTC's contribution to the city's vibrant Cultural District
- Increase social equity in Oceanside by allowing the theater to host more community events and provide affordable rental space for mission driven non-profit, community, and civic organizations
- Ensure OTC's financial sustainability by allowing OTC to provide additional shows and rental venue options, continuing to drive economic development in the city
- Improve accessibility to and within the building by upgrading circulation and restroom capacity
- Augment safety in and around the building by upgrading life safety systems, lighting, circulation, and replacing existing entries

Supporting the City of Oceanside's Vision

"The City of Oceanside will be a safe, culturally diverse community that empowers its citizens to provide an environment that promotes economic development, supports quality education, fosters the cultural arts and preserves its natural resources."

(O'Arts Master Plan, 2019)

PROJECT ELEMENTS



- A** FACADE IMPROVEMENTS TO ENHANCE VISIBILITY ALONG COAST HIGHWAY
- B** RENOVATED STUDIO THEATER WITH NEW PASSAGEWAYS TO LOBBY
- C** SIX (6) NEW GENDER NEUTRAL RESTROOMS
- D** RELOCATED BOX OFFICE
- E** RENOVATED LOBBY WITH AUGMENTED CONCESSIONS AREA
- F** RENOVATED GALLERY WITH SCRIPT LIBRARY
- G** EXISTING MAIN AUDITORIUM TO REMAIN

PROJECT BUDGET & TIMELINE

PROJECT BUDGET **\$1.8M**

SOFT COSTS **\$121,310**

*PERMITTING, INSPECTIONS,
ARCHITECTURE & ENGINEERING*

HARD COSTS **\$1,463,661**

*CONSTRUCTION COSTS, FIXTURES,
FURNISHINGS & EQUIPMENT*

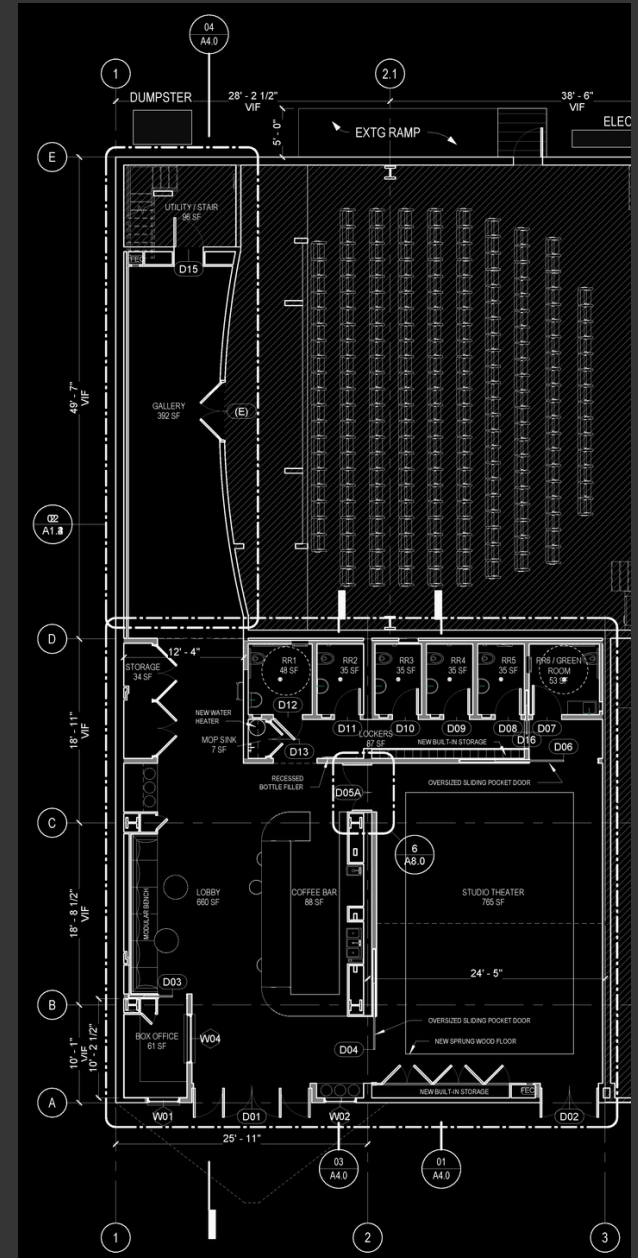
PROJECT CONTINGENCY **\$237,745**

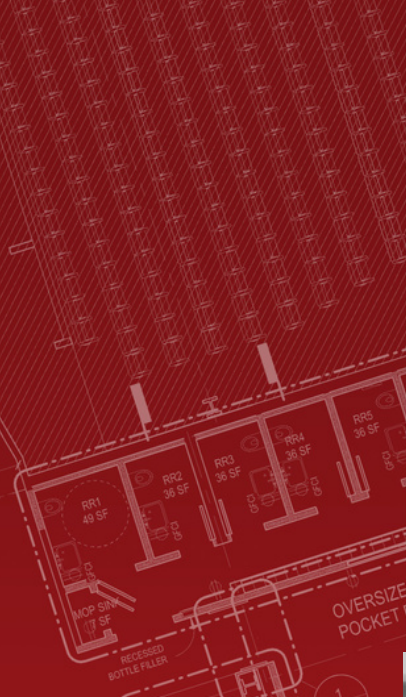
15% OF PROJECT TOTAL

PROJECT TIMELINE **9 MONTHS**

OTC's goal is to kick off the project in Spring 2024, helping OTC celebrate its 10th Anniversary Season. Proposed Timeline:

Design Development Phase	2 months	✓ Complete
Construction Documents Phase	2 months	✓ Complete
Bidding or Negotiation Phase	1 month	On Schedule
Construction Administration Phase	4 months	On Schedule
TOTAL WORK DURATION	9 months	On Schedule





1 LEVEL 1 PLAN
1/8" = 1'-0"

THE STORY OF THE BROOKS

A Backdrop for Oceanside's Rich History

Across its 87-year tenure, the historic "Sunshine" Brooks Theater has borne witness to the rising and falling fortunes of Oceanside's rich history. Built in 1936 as the largest construction project in the city following the Great Depression, the theater opened as a symbol of rebirth, aspiration, and faith in the city. This venerable art deco movie palace, decorated by the most noteworthy painters of the day and installed with the latest materials and technology welcomed the community in to see feature films for over three decades. In the 1970s, as Oceanside's downtown suffered an economic downturn, the theater operated as an adult film venue, like so many movie houses in this era. The 1990s ushered in a new era of City stewardship for the building and broader downtown area. In 1993 Hattie "Sunshine" Brooks donated the building to the City which embarked upon a plan to renovate the building and eventually convert the main house for live theater performance.

Today, the theater sits at the heart of Oceanside's downtown Cultural District, anchoring the city's vibrant arts community. Following two years of being shuttered amid the global pandemic, the theater has re-emerged with plans to revitalize this historic structure as a center that serves its community through arts, education and cultural experiences, again defining rebirth and faith in the city for a new era.

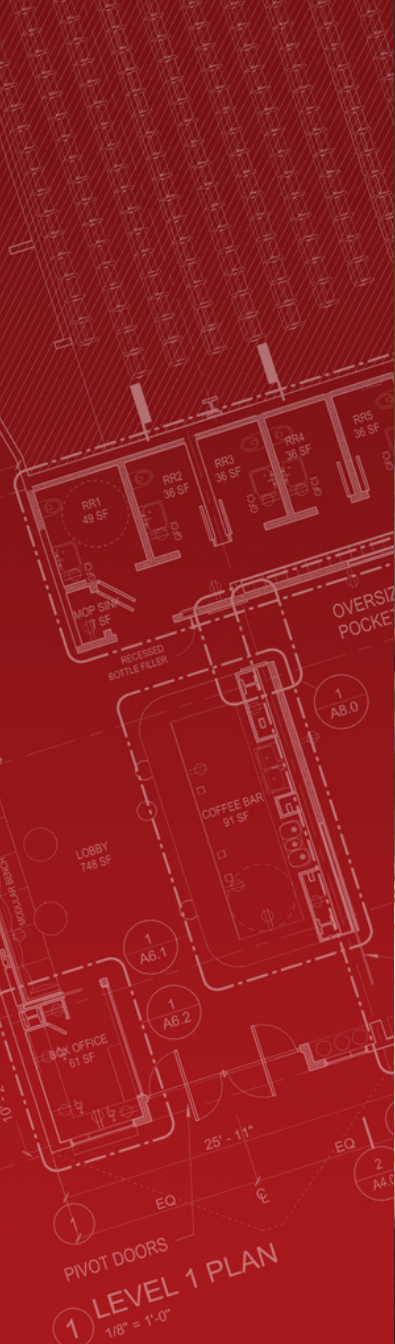
“We say that this is your theatre, as Oceanside is your city and ours. We feel much pride in having carried to successful completion this building. Our destinies are cast with the destiny of this community, and we are to have added to the beauty and brightness of this, our home.”

– Margo Theatre dedication, 1936

KEY MILESTONES

- **1936** The Margo Theatre Opens and is the largest construction project in Oceanside since the Great Depression
- **1950s** Theater is renamed the Towne Theater and is operated by Erwin Sklar (future Mayor of Oceanside)
- **1970s-80s** The Towne is operated by Pussycat Theater Chain showing adult films
- **1993** Hattie "Sunshine" Brooks donates her majority stake in the building to the city of Oceanside
- **1995** The theater is renovated and converted for live performance
- **2011** Oceanside Theater Company is formed and takes over operation of the Brooks





Lounge

Studio

Lobby

Bar

Restroom

Cast of "Songs for a New World"
in Partnership with Teatro San Diego
Photo: Ken Jacques

COMMUNITY PARTNERS

OTC exists to serve its community and has been embedded in the social and cultural fabric of Oceanside since taking over stewardship of the Sunshine Brooks Theater over 12 years ago. OTC is fortunate to receive support from the City of Oceanside and local and state government as well as corporations such as Wells Fargo, Union Bank and Mainstreet Oceanside. Each recognizes the importance of a resident professional theatre company as a crucial component of an inclusive and creative community. We, in turn, prioritize serving our community by presenting works that respect the diversity surrounding us and engaging every citizen with relevant and inspiring stories.

OTC also works with dozens of nonprofit partner organizations to provide space for their events and performances. Recent partners have included The Oceanside International Film Festival, The Six String Society, Kainga Music, Tierra Caliente Academy of Arts, O'Connor Kennedy Academy of Irish Dance, Scripps Ranch Theatre, Oceanside Museum of Art, New Village Arts, Teatro San Diego, Oceanside Historical Society, MadStrange, Megill & Company, Save the Brave, Pacific Ridge High School, and Libby Elementary School.



"With creative community partnerships and collaborations, the Oceanside Theatre Company is reimagining programming that will enable it, and the community, to flourish in the burgeoning arts and culture center that is Oceanside, with OTC at the core of the Cultural District."

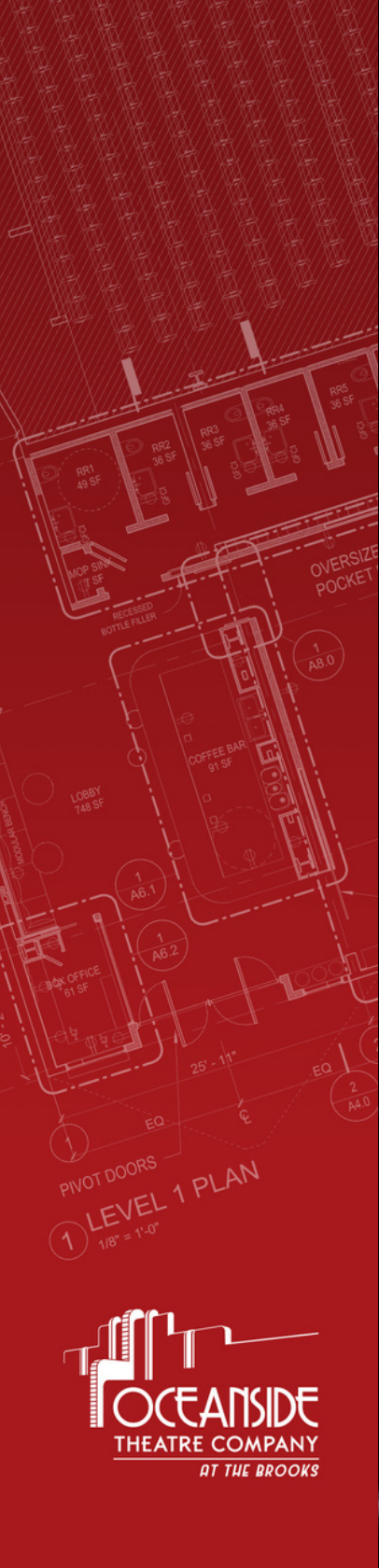
– Brigid Parsons
Oceanside Arts Commission Chair



"OTC has truly evolved and adapted over the last year. They have transformed the state of theatre and continue to do so. By producing high-quality shows, expanding their musical offerings, and engaging our community through work with the Boys & Girls Clubs and other nonprofit organizations, they have shown us what true community asset the Brooks Theatre can be! As they continue to evolve, I encourage everyone to visit one of California's first cultural districts, and its heart, see a musical, enjoy a concert, or cheer on youth theatre at the Sunshine Brooks!"

– CJ DiMento
City of Oceanside Library
Director, Liaison to Arts
Commission, Host of KOCT
Oceanside Spectrum

Gunhild Carling
Live! at the Brooks
Photo: Mike Reardon



Lounge

Public

COMMUNITY IMPACT

The proposed renovation will allow OTC to expand its offerings and bring more arts and culture experiences to more families than ever. With many comfort and safety upgrades, this project will keep patrons coming back for our expanded and diversified programming for a long time to come.

BUILDING COMMUNITY ENGAGEMENT

The arts drive trust, and trust drives community satisfaction. Levels of civic engagement predict the quality of community life and residents' happiness better than education or income. In the communities with the highest trust, 52% gave their community a top rating as a place to live; in the communities with the lowest levels of social trust, only 31% felt positively.

SUPPORTING YOUTH SUCCESS

Students excited by school stay in school. Low-income students who participate in the arts, both in school and after school have a drop out rate of just **4% - 5x lower than their peers.**

More than 500 Oceanside students had a theatre experience with OTC in 2022; from performing on stage as part of our Youth Theatre productions, to participating in our first ever Design Camp this Summer, to attending a performance with their classmates as part of a subsidized field trip.

DRIVING LOCAL ECONOMIC GROWTH

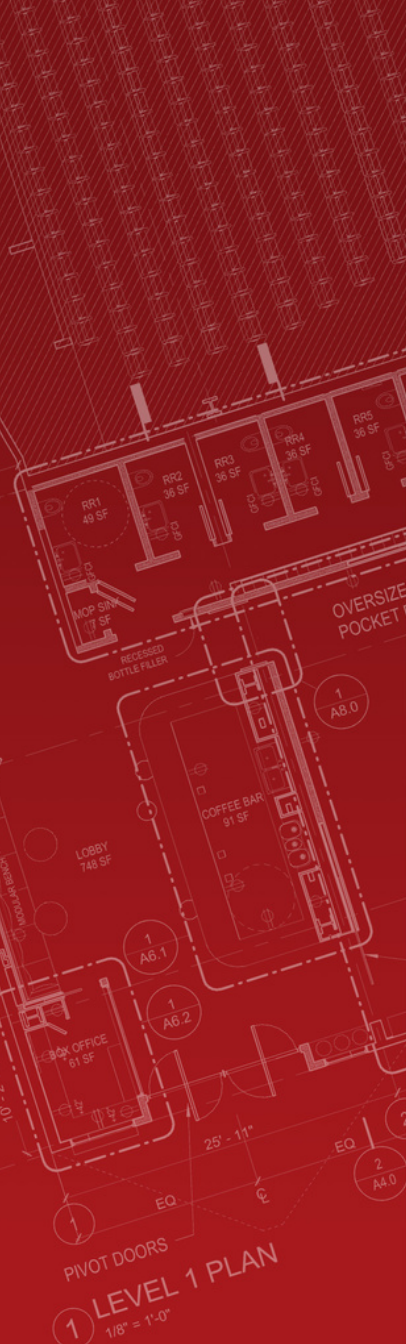
Attracting tourists across age range spectrum is central to a community's tourism economy. Engagement in arts and culture interests rate high for Millennials (73%), Boomers (64.8%) and Gen Xers (67.8%)

In 2022, OTC hired over 50 artists to work on productions, many working on more than one show over the 12-month season.



"Oceanside's cultural resources play a vital role in our quality of life as well as create an economic engine for our city. Not only do arts and entertainment resources like OTC provide our community with meaningful escapes, they are essential in creating a place where people are drawn to live, work, and play."

– Leslee Gaul
President / CEO, Visit Oceanside




OCEANSIDE
THEATRE COMPANY
AT THE BROOKS

Roslyn Samone Glasco and Valynsia Sims in
"Generational Black Pioneers Featuring Oceanside Entrepreneurs"
Collaboration with the Oceanside Historical Society and Bliss Tea and Treats
Photo: Zach Cordner/The Osider

NAMING OPPORTUNITIES

OTC has identified the following Naming Rights:

1. The Arts Center Facility (Transformative Gift)	\$1,000,000
2. Main Stage	\$500,000
3. The Studio	\$500,000
4. The Art Gallery	\$250,000
5. The Concessions Bar	\$150,000
6. Theatre Library	\$100,000
7. The Box Office	\$100,000
8. Restrooms	\$100,000
9. Facade	\$75,000
10. Studio Dance Floor	\$50,000
11. Lobby Seating Area	\$25,000
12. Bar Stools	\$5,000

FINANCING

OTC has already secured the following funding to date.

Individual Donations	\$100,000
California Performing Arts Grant	\$50,000
Neighborhood Reinvestment Grant	\$40,000
California Venues Grant	\$39,000
SUBTOTAL	\$229,000

OTHER POTENTIAL FUNDERS

- Corporate Partners (Nordson, Front Wave, Genentech, Gilead, Tri-City)
- Foundation Partners (Conrad Prebys, Sahm, Price, Parker, San Diego, Oceanside)

Our sincere thanks for considering being a part of this important campaign fundraising effort to upgrade our arts center.

THE OCEANSIDE CULTURAL DISTRICT

1 OCEANSIDE MUSEUM OF ART
704 Pier View Way

2 CIVIC CENTER & OCEANSIDE PUBLIC LIBRARY
330 N Coast Hwy

3 STAR THEATER
402 N Coast Hwy

4 ARTISTS' ALLEY
Between N Coast Hwy and N Freeman and Pier View Way

5 OCEANSIDE THEATRE COMPANY AT THE BROOKS
217 N Coast Hwy

6 CALIFORNIA SURF MUSEUM
312 Pier View Way

7 RISING STAR DANCE COMPANY
302 Pier View Way

8 OCEANSIDE PIER AND JUNIOR SEAU AMPHITHEATER
200 N The Strand

9 REGAL CINEMAS OCEANSIDE 16
401 Mission Ave

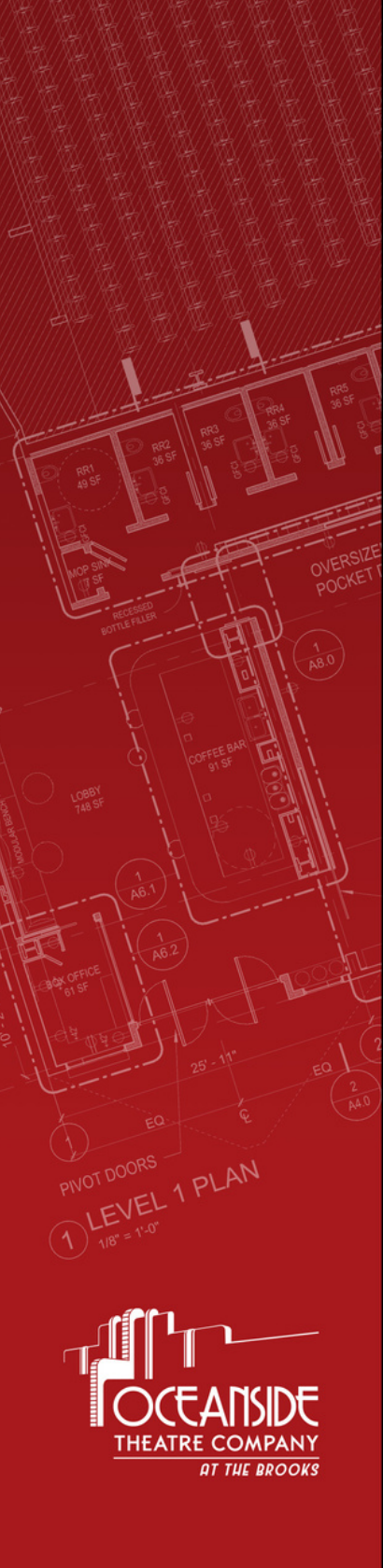
10 THE HILL STREET COUNTRY CLUB GALLERY AT LINKSOUL
530 S Coast Hwy

11 Oceanside Museum of Art
704 Pier View Way

12 OCEANSIDE TATTOO – THE ARCADE
604 Mission Ave

13 MAINSTREET OCEANSIDE
701 Mission Ave

14 OCEANSIDE HISTORICAL SOCIETY
305 N Nevada St



ABOUT THE OCEANSIDE CULTURAL DISTRICT

The Oceanside Cultural District is home to an eclectic, emerging art scene. Along the Pacific Ocean with a historic and iconic pier and amphitheater, and adjacent to Camp Pendleton, the largest Marine Corps base on the West Coast, you will find a unique place with an abundance of cultural resources.

Artist Alley serves as home to many striving artists, with its art venues and local mural production. The California Surf Museum connects with nontraditional arts audiences while honoring the local surf culture. The historic theaters promote opportunities for all ages and introduce theatrical expression to thousands of schoolchildren each year.

Tattoo artists honor the area's military heritage with much of their work. The annual cultural events in the district are varied, colorful, and celebratory as well as educational, featuring dance, music, and food. Restaurants and breweries in the district display local art and often feature local musicians.

Perfectly situated between metropolitan San Diego and Los Angeles, Oceanside is affectionately known as Southern California's most authentic beach town. Visitors to this beautiful city enjoy a quintessential California coastal escape that includes wide sandy beaches, a quaint New England-style harbor, historic wooden pier, and charming bungalow neighborhoods.



"The City of Oceanside values its longstanding relationship with OTC and is especially appreciative of the theatre's role as a key partner in the city's Cultural District."

– Jonathan E. Borrego
City Manager for the City of Oceanside



