

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 2025 - July 2025

PROJECT BUDGET

\$2 million

ARCHITECTURE

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

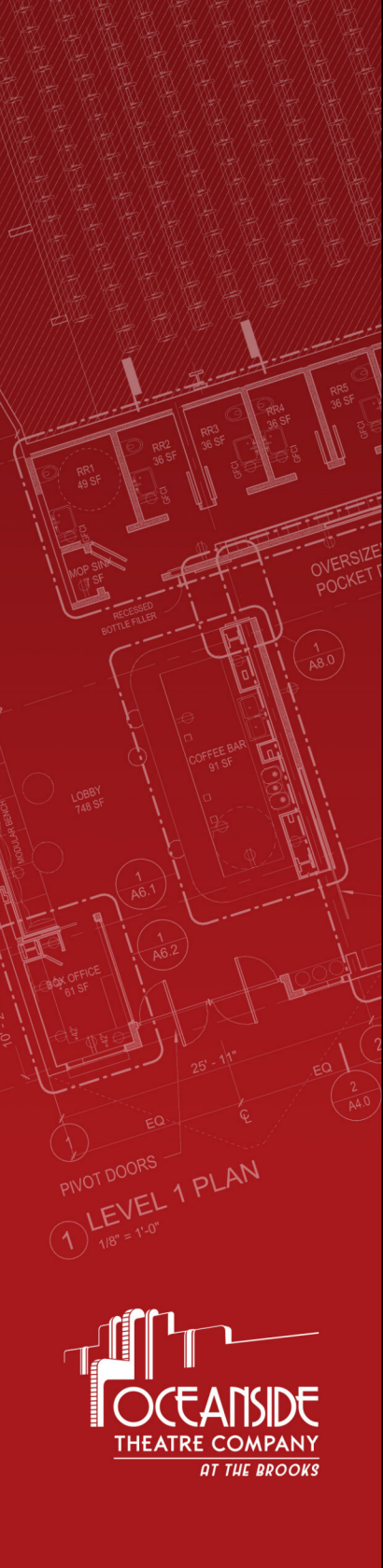
MANAGING DIRECTOR

Alex Goodman

ARTISTIC DIRECTOR

Kevin 'Blax' Burroughs

"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.

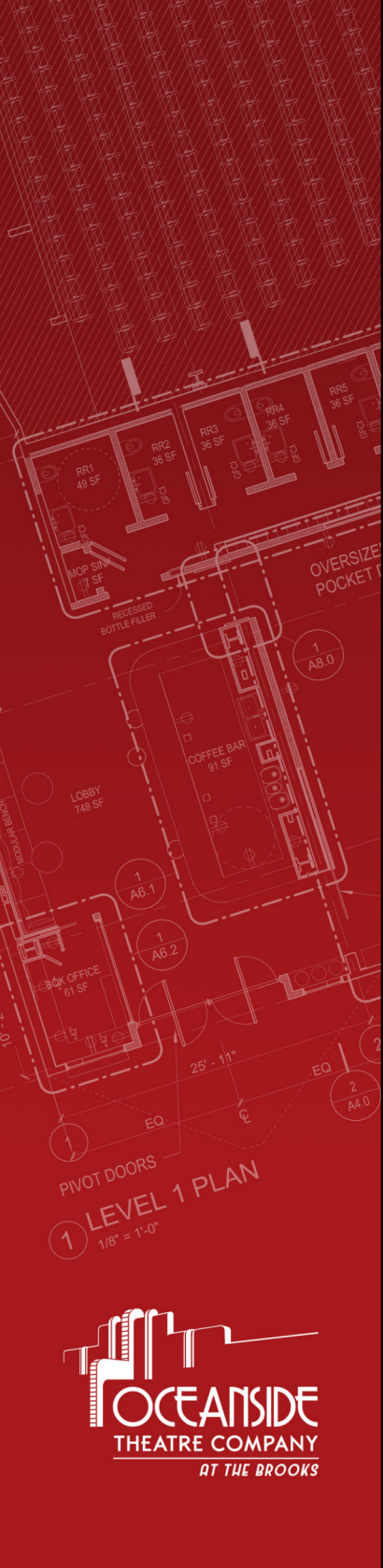
OUR MISSION

- 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.





Steve Lawrence, Tom Brault and Rudy Martinez in "Man of La Mancha"
Photo: Ken Jacques

OUR WORK

OTC **provides** a space for community partners to produce art experiences for our community, from dance to poetry, film screenings, comedy, cultural events and more.

OTC **produces** a Mainstage Subscription Season of four plays and musicals annually, employing local talent and offering more than 50 public performances each year.

OTC **produces** more than a dozen eclectic concerts annually, ranging from Jazz to Blues, Rock to Reggae, Classical to Hip Hop, showcasing local, national and international talent.

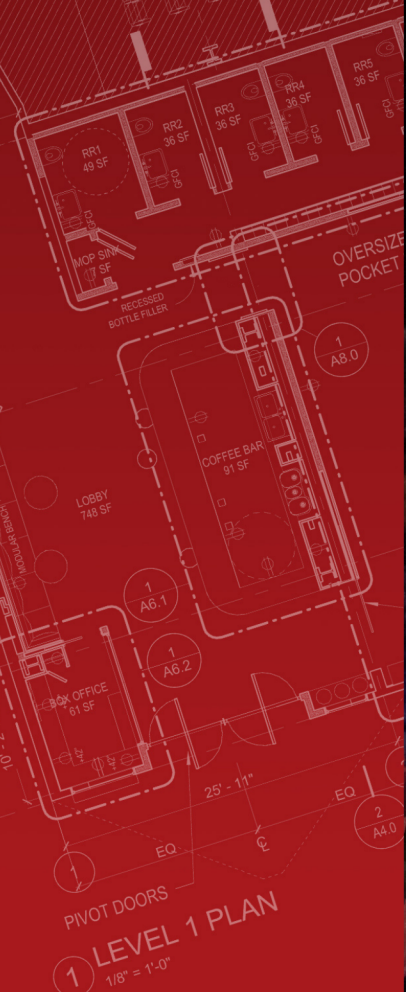
OTC **presents** 3 core Education and Outreach Programs

- **The OTC Summer Theater Camp** is a 4-week day camp that culminates in a weekend of performances of a Broadway-style musical theater youth production. Students register as a Performer, Theatre Technician, or Designer.
- **The After-School Youth Academy** was created in partnership with the Boys and Girls Clubs of Oceanside and offers a comfortable place for students to reach their potential through the joy of artistic discovery. This program is free for all participants with priority reserved for Boys & Girls Club members.
- **The After-School Drama Club** is a program offered on the campuses of participating Oceanside Unified School District Schools. Kids learn about theatre, play theatre games and work up to a performance for family and friends.

OTC **presents** a range of improv training and performances from weekly classes, multi-week workshops, and performances from local and national improv troupes.

OTC **provides** a curated gallery space to showcase local visual artists in the lobby of our theatre. More than 500 artists have been showcased since 2018.

The cast of "Disney's The Little Mermaid"
(Youth Academy production)



CAMPAIGN OVERVIEW

OTC is seeking \$2 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:

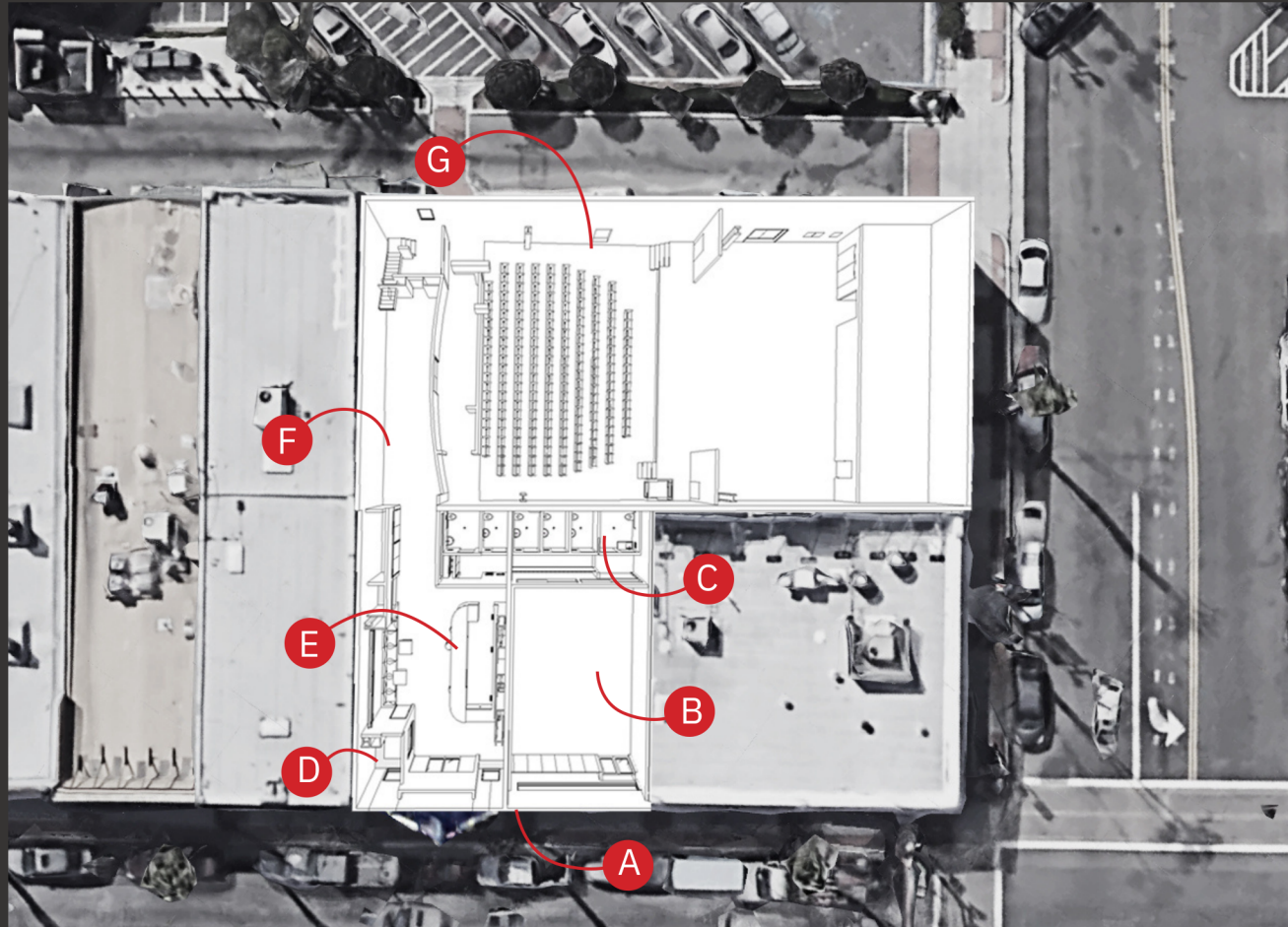
- Invest in and ensure the long term use of an iconic and Historic City-owned cultural asset
- Enhance OTC's contribution to the city's vibrant Cultural District
- Increase social equity in Oceanside by allowing the theater to host more community events and provide affordable rental space for mission 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

\$2M

SOFT COSTS

\$271,310

PERMITTING, INSPECTIONS,
ARCHITECTURE & ENGINEERING
CAMPAIGN CONSULTING

HARD COSTS

\$1,463,661

CONSTRUCTION COSTS, FIXTURES,
FURNISHINGS & EQUIPMENT

PROJECT CONTINGENCY

\$260,246

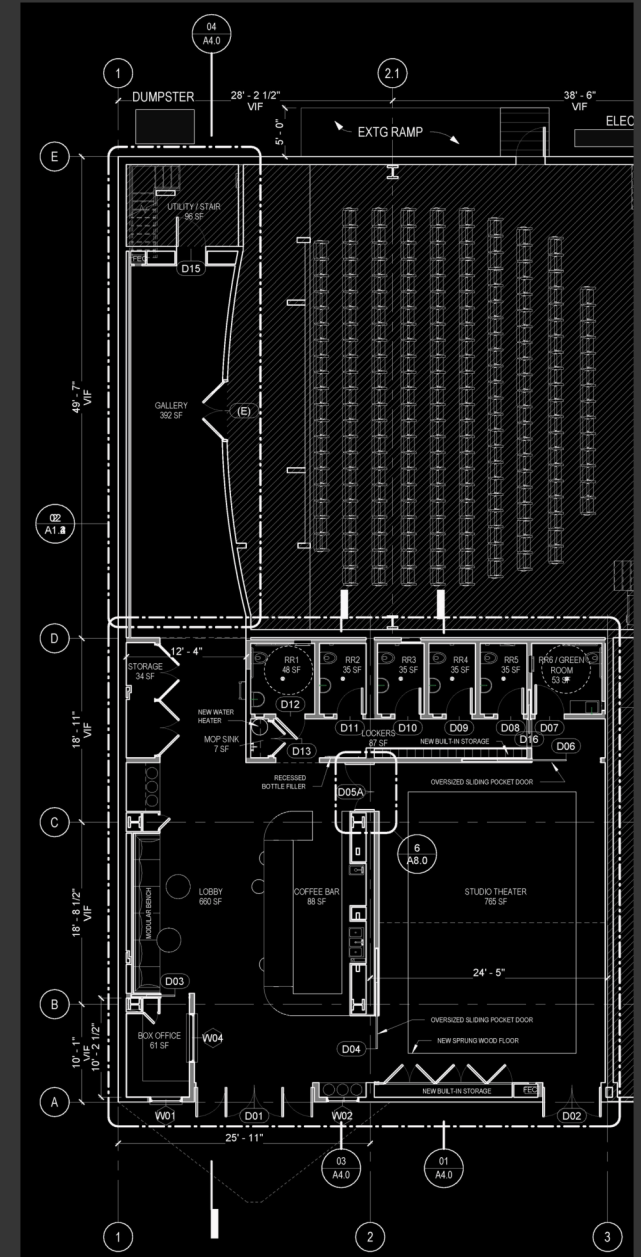
15% OF PROJECT TOTAL

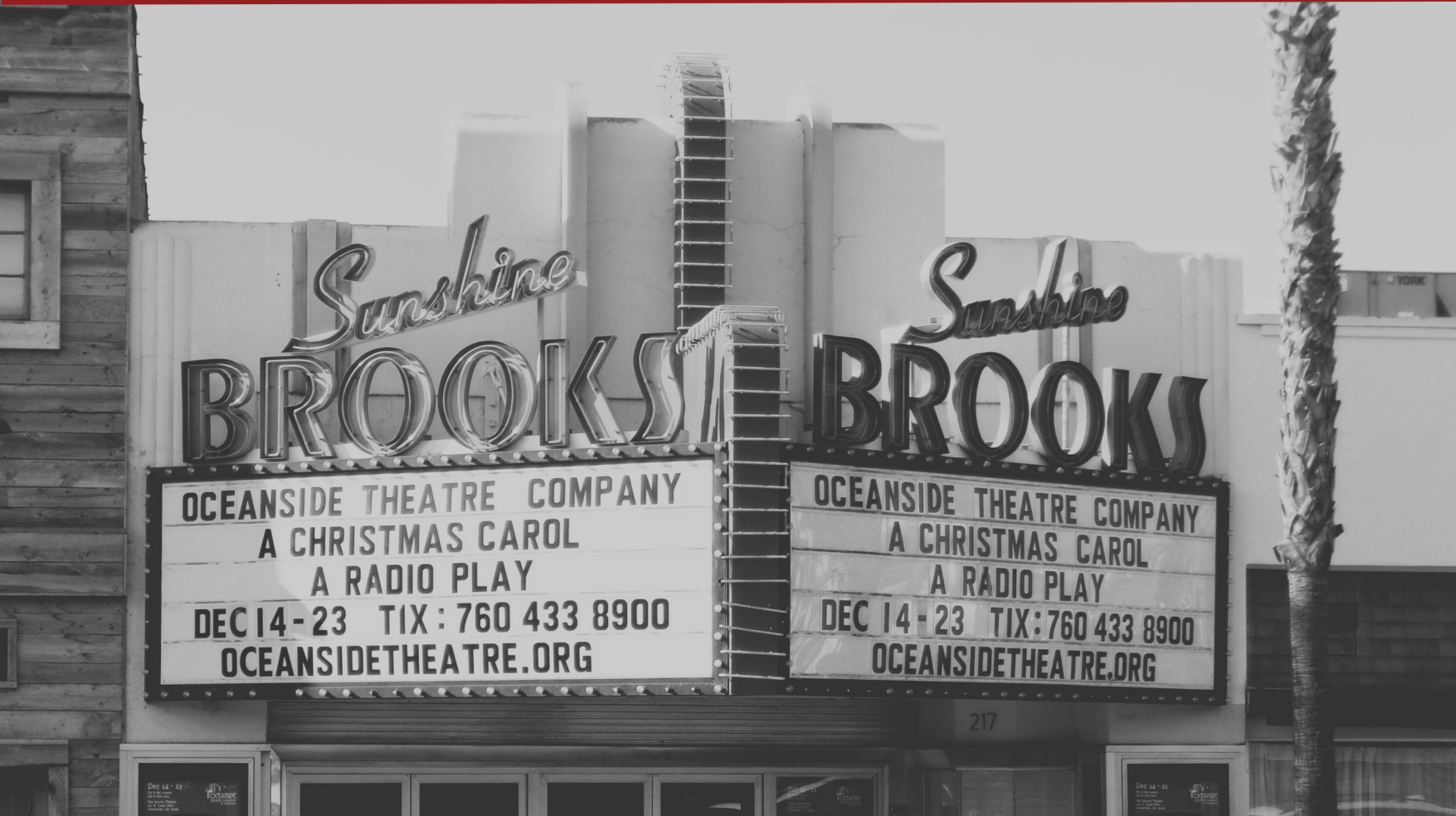
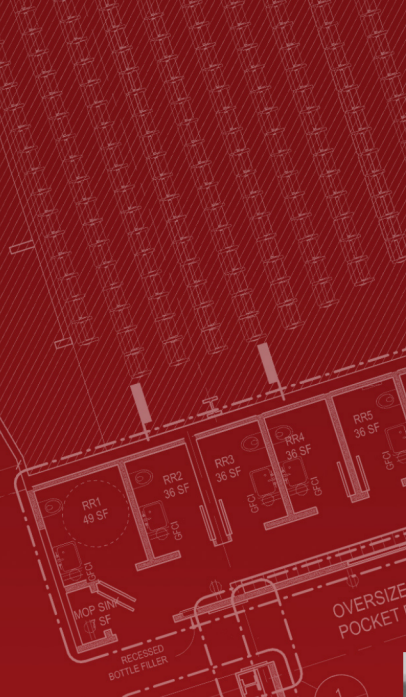
PROJECT TIMELINE

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





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.

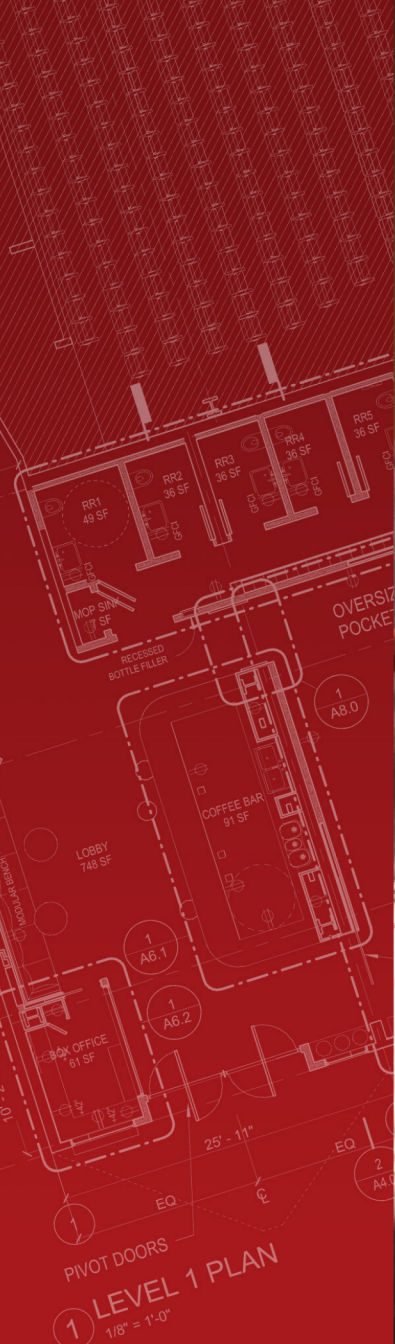
“We say that this is your theatre, as Oceanside is your city and ours. We feel much pride in having carried to successful completion this building. Our destinies are cast with the destiny of this community, and we are to have added to the beauty and brightness of this, our home.”

– 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





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

OCEANSIDE
THEATRE COMPANY
AT THE BROOKS



Lounge

Studio

Lobby

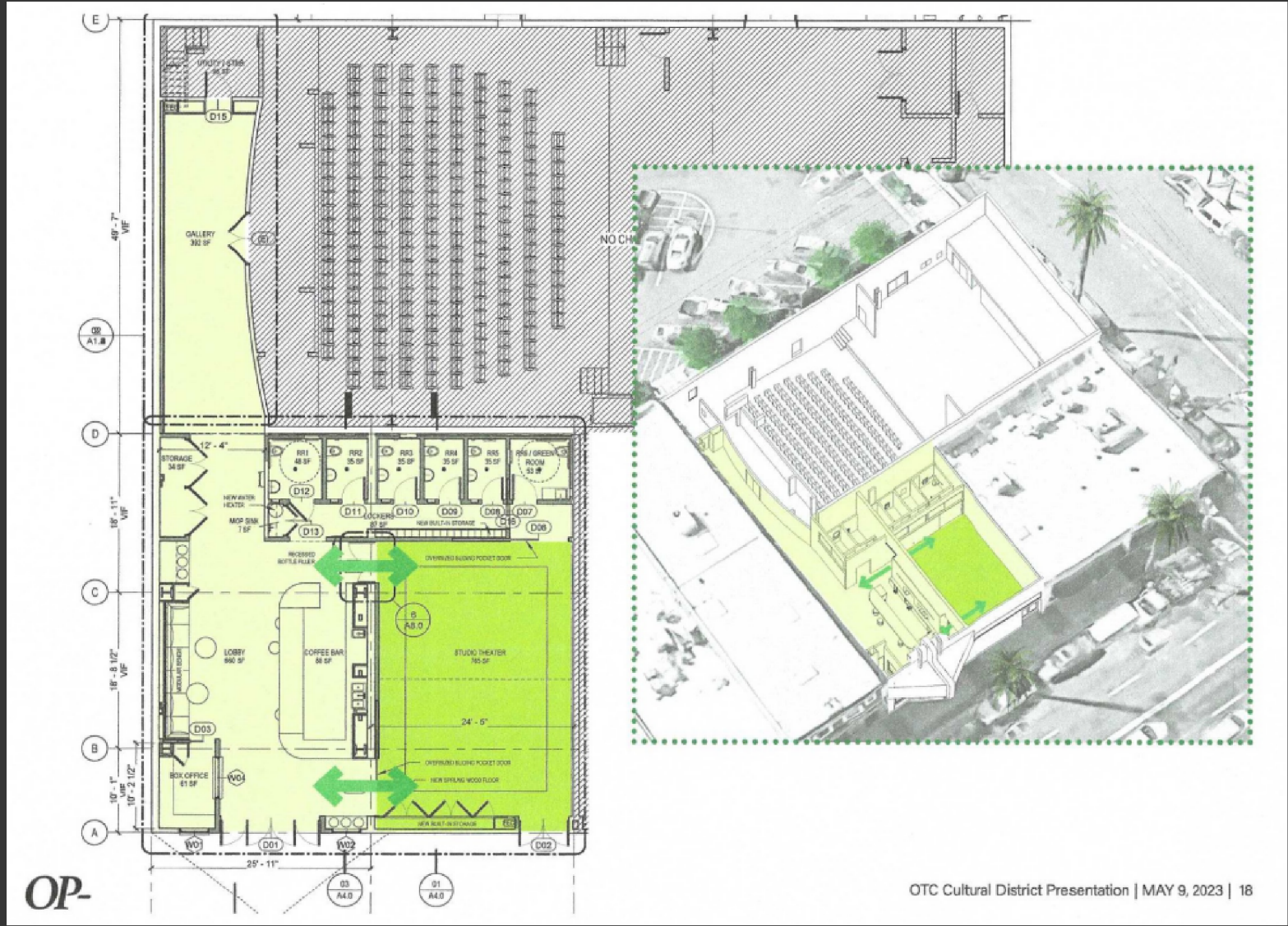
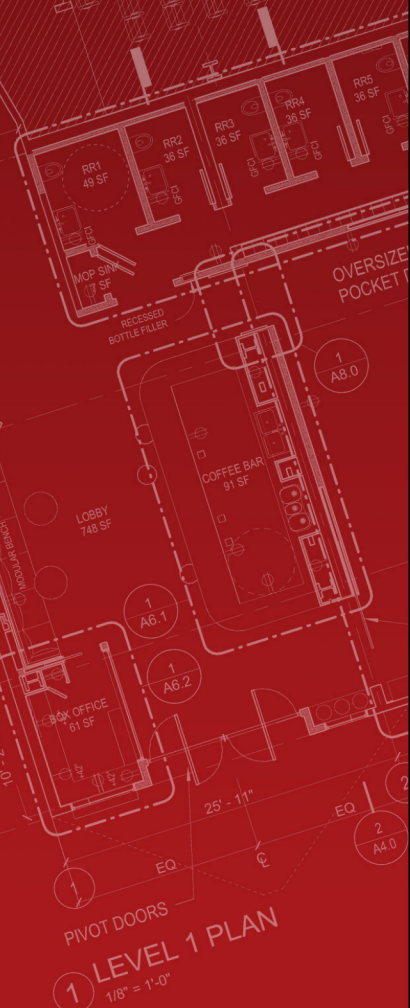
Bar

Restroom

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

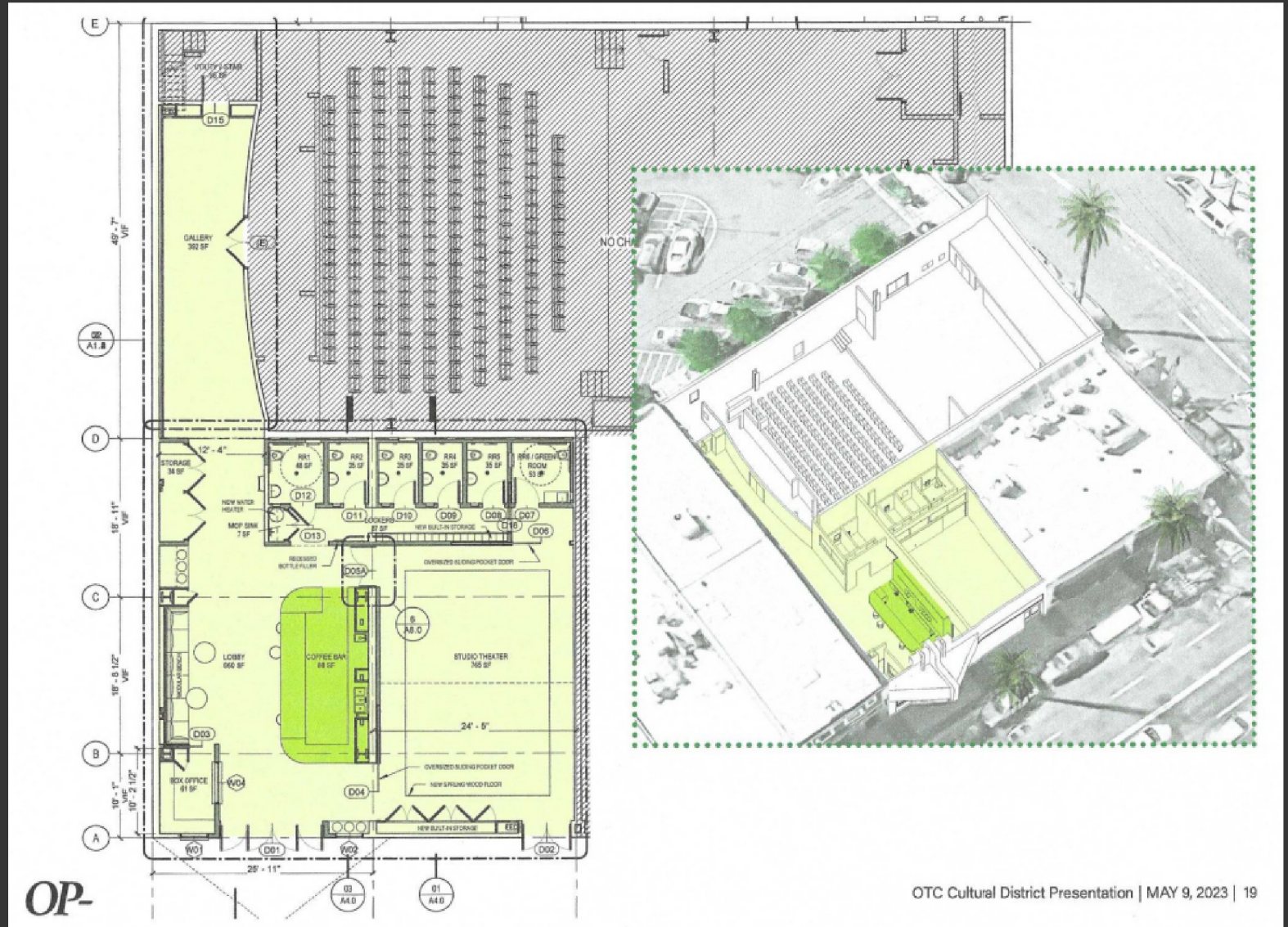
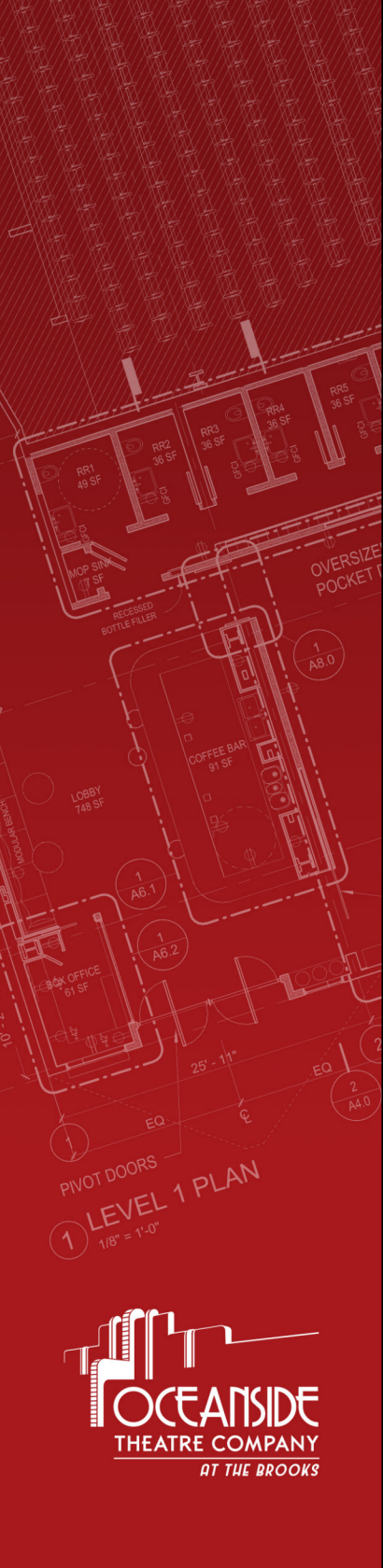
OPENING THE THEATRE

Renovated Studio Theatre with Direct Access to Lobby



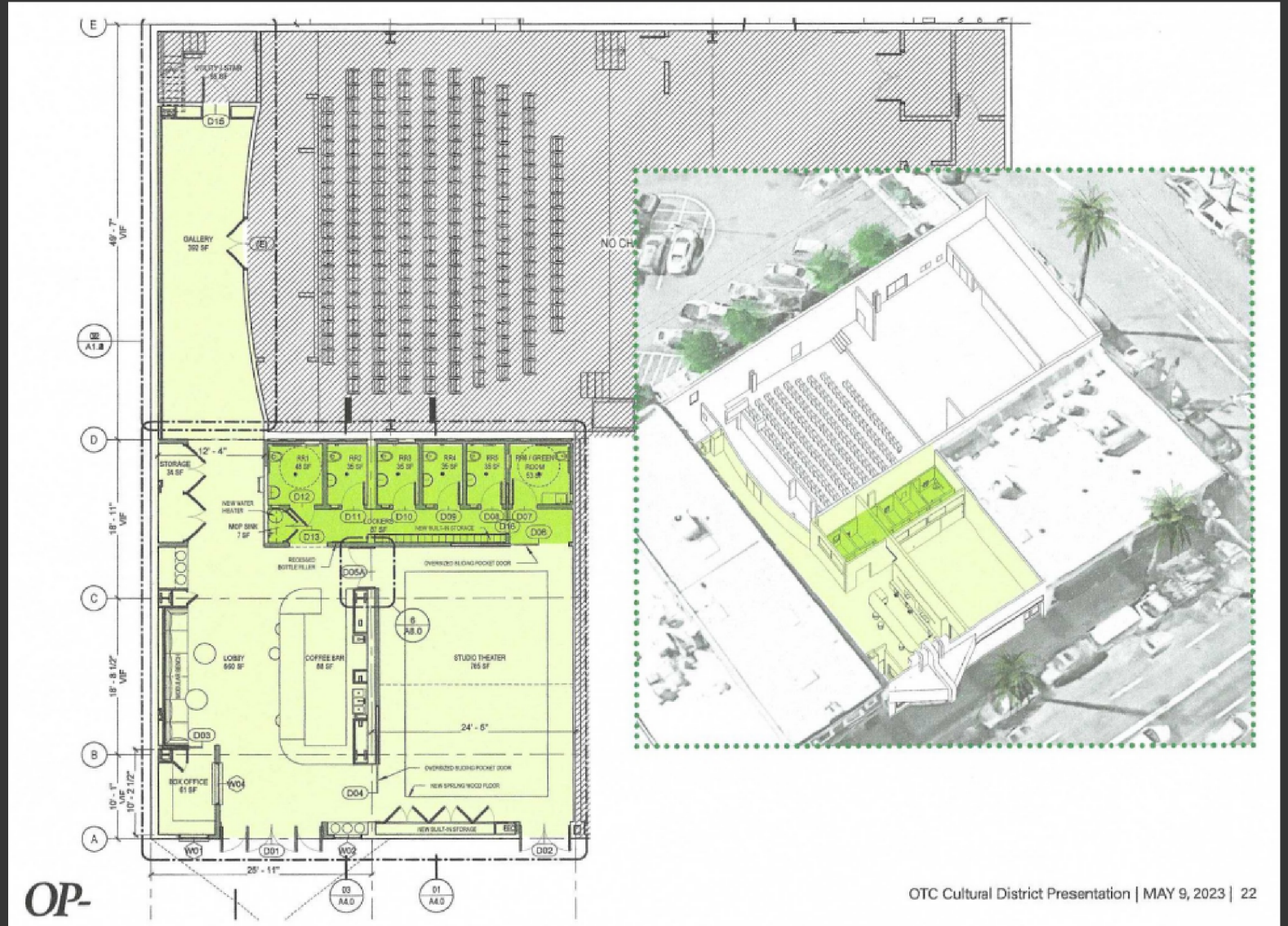
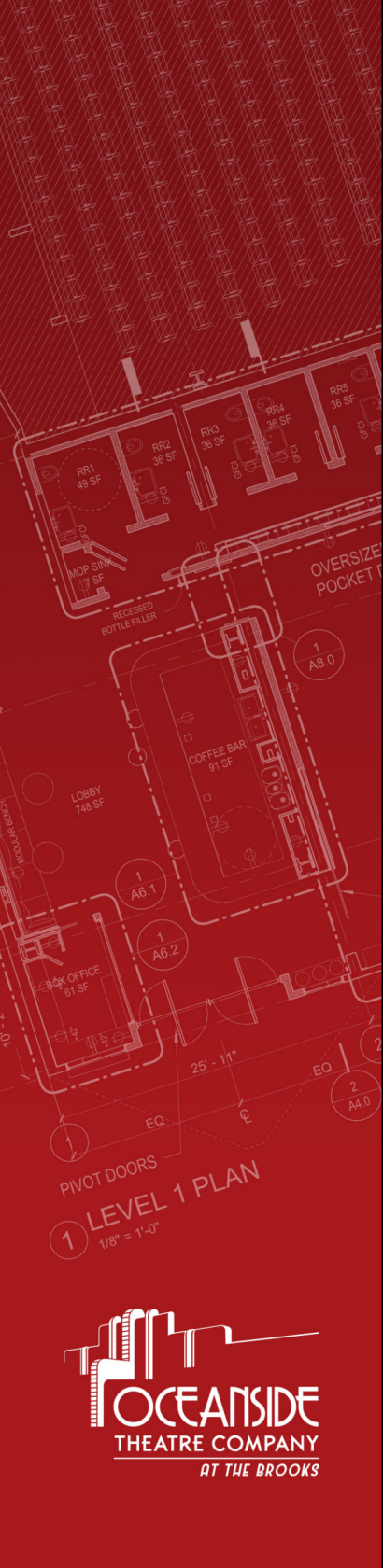
OPENING THE THEATRE

New Concessions



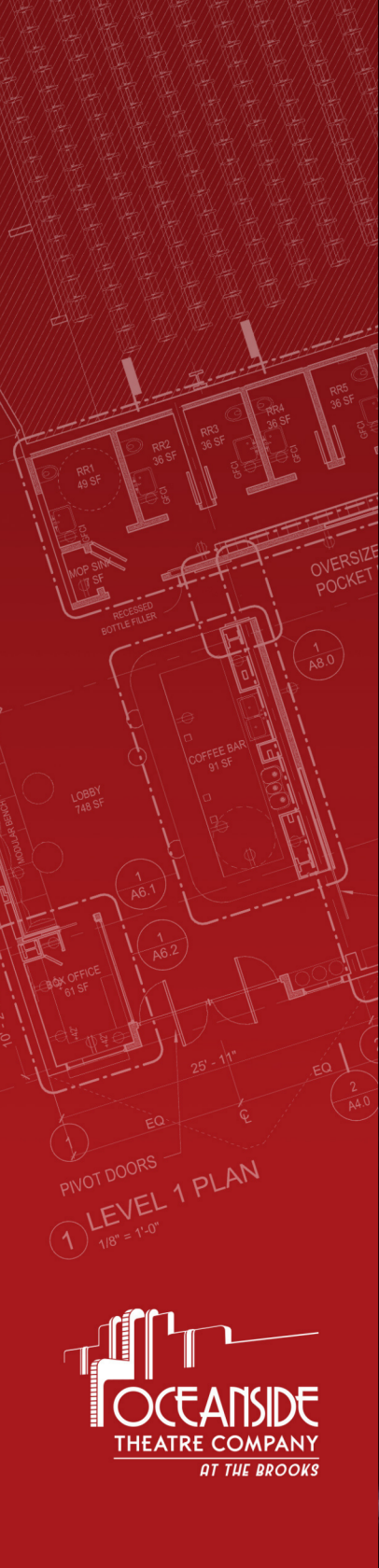
OPENING THE THEATRE

Six New Gender Neutral Restrooms



OP-

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

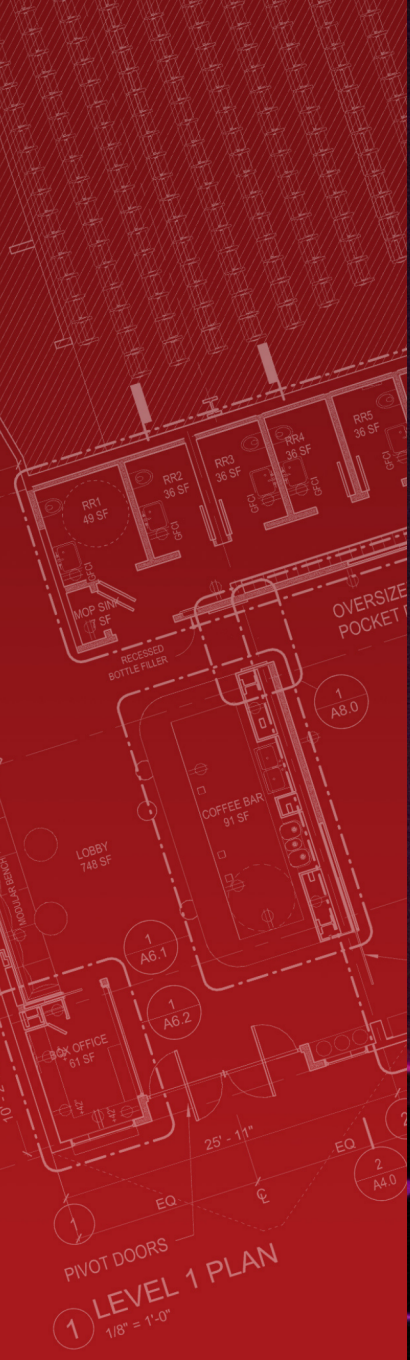
Attracting tourists across age range spectrum is central to a community's tourism economy. Engagement in arts and culture interests rate high for Millennials (73%), Boomers (64.8%) and Gen Xers (67.8%)

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



Façade

Lobby

Lobby

Bar

Restroom

Synthia L. Hardy in
"Billie: Back Stage with Lady Day"
Photo: Ken Jacques