

# Sunrise Theatre Operational Update

August 24, 2018

# Activities

- Formulated a plan to increase visibility and awareness of the Sunrise Theatre for the 2018/19 Season, due to the uncertainty surrounding the Director's departure. We accomplished this by accelerating the season announcement by two months, via sponsored full page print ads, sponsored radio advertising, social media and eblasts, while continuing to actively book shows with both professional and local performing groups.
- In addition, a reception to encourage membership renewal and recruit new members was held and successfully attended by over 150 individuals.

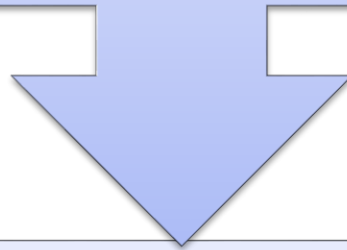


# Activities cont.

- Tickets For the 2018/19 Season on Sale To Members July 19
- The Sunrise Theatre has just completed another successful year of 4 week-long summer camps
- Humana Sponsored Free Summer Movie Series (6) Coming To An End
- Wrapping Up Final Proofing of Playbill
- Recently Announced 7 New Shows To The Season
- Preparing School Time Performance Information To Go Out To Schools
- Continuing To Book Shows and Schedule Rentals
- Meeting With Community Organizations and Leaders
- Preparing For Public Ticket On Sale on September 4
- Community Outreach: Speaking Engagements with local community groups; Meetings with community leaders & organizations; Collaboration with St. Lucie County Cultural Alliance.

# Sunrise Theatre By The Numbers

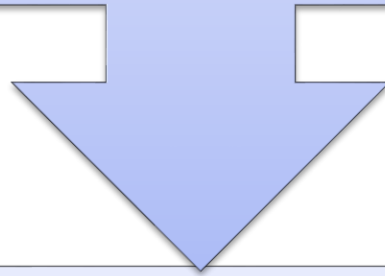
## Ticket Sales



## Verses Same Time Last Year

7/1- 8/23/17	7/1-8/23/18	Difference
\$59,990.75	\$160,784.00	\$100,793.25.00

# Memberships



## Verses Same Time Last Year

10/1/16-8/23/17	10/1/17-8/23/ 18	Difference
\$120,225.00	\$110,600.00	\$<9,625.00>

# What Are We Doing To Reduce Expenses?

- Collaboration with other promoters to reduce risk on shows
- Shortened Box Office Hours year round
- Eliminated bar management contract
- Reduced contracted hourly employee's hours
- Retiring Box Office Manager position will be filled with an interim position
- Deferred Maintenance Items Are Being Addressed In-House As Opposed To Contracted Services When Appropriate



# What Are We Doing To Increase Revenues?

- Created Dynamic Pricing For Select Shows
- Slight increase in rental fees which had not been done in 5 years, based on comparable venues
- Will begin accepting credit cards for concessions/bar.
- Cattleman's Dance Fundraiser at Adam's Ranch – Formerly Done By ST Foundation
- Aggressively solicit bus transportation companies for group sales
- Begin Use Of The “Dip Jar”, A Fundraising Mechanism



# Initiatives

- Implement The “Sunrise Experience” With Emphasis On Customer Service, And Going The Extra Mile
- Create Community Partnerships With Corporate & Local Businesses
- Collaborate With Lincoln Park Main Street On Gospel Explosion
- Collaborate With We-Leap On A Monthly “Night Out “ In The Black Box For Young Adults
- Once A Month Open Mic Nights In The Black Box



# Initiatives Cont.

- Provide relevant programs for diverse community (mission)
- Smart Pursuit of our Mission Programs
- Managing Risk And Control As It Pertains To Programming
- Increasing Revenue Per Patron By Up Selling And Cross Selling

Thank You!

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