



What a year! As we look forward to the new season, it is with greater anticipation and excitement than ever... we cannot wait to see our stage alive again and welcome our audiences back to the Sunrise Theatre to have a great time! The Sunrise Theatre looks forward to continuing its role as the economic engine of downtown Fort Pierce for all to see and enjoy what we have to offer.

While the last 18 months have been filled with uncertainties we have persevered and fought through every obstacle thrown at us. Initially, rescheduling of shows, accommodating patrons with refunds or credits, creating ways to socially distance seating, purchasing supplies for safety protocols and implementing safety procedures were the norm. As we move through the pandemic, we have gained recognition among local dance studios from Okeechobee, Stuart, Port St. Lucie and Fort Pierce as a partner where they could host their recitals. In 3 consecutive weekends we were able to host 13 separate performances, with social distance seating, mask mandates and other Covid -19 protocols in place. The majority of these studios were new to the Sunrise Theatre, exposing their families and friends who may not have come to downtown Fort Pierce otherwise. All of them have also already booked for next year.

A full season of shows, which include self-presentations, co-presentations, and rentals have been scheduled for the 2021/22 Season, with memberships and tickets currently on sale. While not complete the process continues, as is normal, with additional performances to be added throughout the year. Shows range from comedian Sinbad to ventriloquist Terry Fator & “Friends”, and the animal antics of Comedy Pet Theater. Also of note are David Foster, Kenny G, Robert Cray Band, Masters of Illusion, The Four Tops, Judy Collins , The Gatlin Brothers... You can even become a contestant on The Price Is Right, LIVE! Finally, yes, our tribute artists. Every presenting venue has them. This year we will have tributes to the music of Tina Turner, George Michael, Billy Joel, Whitney Houston, The Carpenters, and of course One Night Of Queen, to name a few.

LIGHT UP THE SUNRISE

2021/22

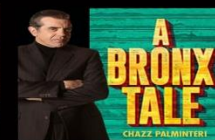
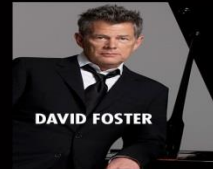
CLASSIC ROCK



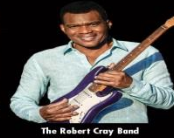
COUNTRY



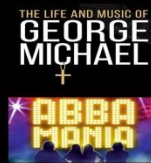
BROADWAY & BEYOND



CLASSIC PERFORMANCES



TRIBUTE PERFORMANCES



COMEDY & FAMILY ENTERTAINMENT



LIGHT UP THE SUNRISE

2021/22

A Great New Season • More Shows To Come

ONE NIGHT OF QUEEN
PERFORMED BY GARY MULLEN & THE WORKS
AUGUST 27TH

RODNEY CARRINGTON LIVE
ELKO CONCERTS PRESENTS
OCTOBER 2ND

SAWYER BROWN
OCTOBER 8TH

THE MARSHALL TUCKER BAND
OCTOBER 20TH

THE MERSEY BEATLES
FOUR LADS FROM LIVERPOOL
OCTOBER 27TH

AMERICA
NOVEMBER 20TH

THE GATLIN BROTHERS
VICTORY PRODUCTIONS PRESENTS
DECEMBER 1ST

FRIENDS! THE MUSICAL PARODY
DECEMBER 2ND

THE OUTLAWS
SUNRISE THEATRE & ACO PRESENT
DECEMBER 4TH

THE FOUR TOPS
WITH SPECIAL GUEST
PETER LEMONGELLO JR.
DECEMBER 12TH

DAVID FOSTER
VICTORY PRODUCTIONS PRESENTS
DECEMBER 16TH

THE NUTCRACKER
THE STATE BALLET THEATRE OF UKRAINE
DECEMBER 26TH

JUDY COLLINS
VICTORY PRODUCTIONS PRESENTS
JANUARY 8TH

MEMORIES OF ELVIS
CHRIS MACDONALD
JANUARY 14TH

PROUD TINA
THE ULTIMATE TRIBUTE TO TINA TURNER
JANUARY 15TH

MICHAEL FEINSTEIN
JANUARY 16TH

THE GREATEST LOVE OF ALL
STARRING BELINDA DAVIDS
JANUARY 23RD

LITTLE FEAT
JANUARY 27TH

THE ROBERT CRAY BAND
JANUARY 28TH

THE LONG RUN
A TRIBUTE TO THE ALLMAN BROTHERS
JANUARY 29TH

POPOVICH
COMEDY PET THEATRE
FEBRUARY 2ND

THE RAT PACK
STRICTLY SINATRA PRESENTS
LIVE AT THE SUNRISE LAS VEGAS THEATRE
FEBRUARY 3RD

AN EVENING WITH THE STARS
THE EDWARDS TWINS
FEBRUARY 10TH

THE LIFE & MUSIC OF GEORGE MICHAEL
FEBRUARY 11TH

AN EVENING OF COMEDY
SINBAD
FEBRUARY 12TH

ABBA MANIA
FEBRUARY 19TH

NY ROCKABILLY ROCKETS
FEBRUARY 23RD

RHYTHM OF THE DANCE
THE NATIONAL DANCE COMPANY OF IRELAND'S
FEBRUARY 25TH

A BROTHER'S REVIVAL
TRIBUTE TO THE ALLMAN BROTHERS
FEBRUARY 26TH

ENGELBERT HUMPERDINCK
THE REFLECTIONS TOUR
MARCH 3RD

MASTERS OF ILLUSION
MARCH 4TH

CHICKS WITH HITS
TERRI CLARK, PAM YELLIS, SUZY BODGERS
MARCH 5TH

HOWIE MANDEL
VICTORY PRODUCTIONS PRESENTS
MARCH 8TH

MIKE DELGUIDICE
BILLY JOEL TRIBUTE
MARCH 11TH

THE TEN TENORS
LOVE IS IN THE AIR
MARCH 15TH

A BRONX TALE
CHAZZ PALMISTERI
MARCH 19TH

CHRIS BOTTI
MARCH 23RD

THE PRICE IS RIGHT
WIN BIG!
MARCH 25TH

CARPENTERS
MARCH 26TH

TERRY FATOR
IT STARTS TONIGHT!
APRIL 8TH

AN EVENING WITH KENNY G
APRIL 9TH

GREGGIE AND THE JETS
APRIL 15TH

SUNRISE THEATRE

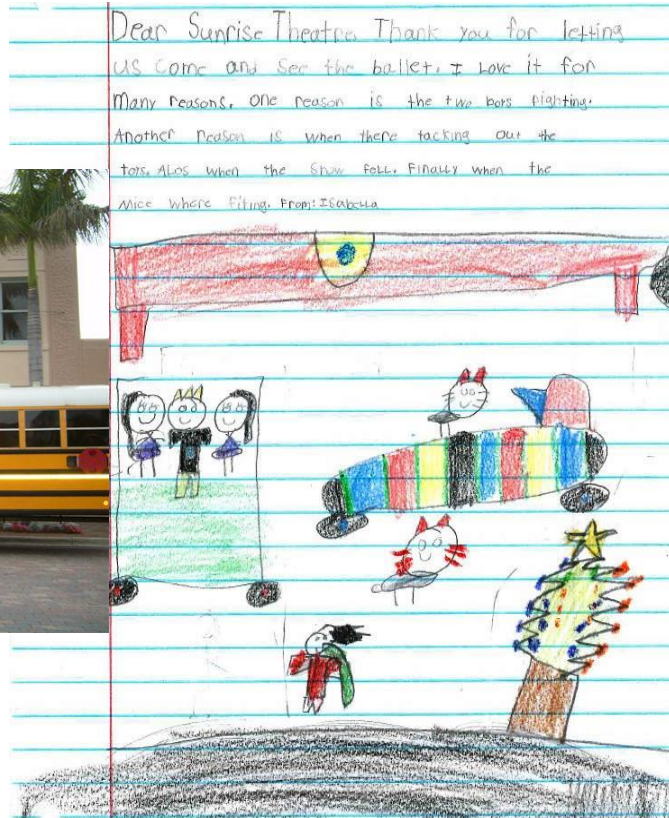
772.461.4775
www.sunrisetheatre.com
Follow us on social media!



Box Office
10:00 am - 2:00 pm
Monday - Thursday
117 South 2nd St.
Historic Downtown
Fort Pierce

Educational Programming

Since 2008 SchoolTime Performances have been a highlight for area students. These field trip performances are regularly filled to capacity and are typically on a wait list. In cooperation with St. Lucie Public Schools we hope to once again offer educational programming.



Dear Sunrise theatre
 THANK YOU for Letting
 us come and see
 the ballet. I
 Liked it for Many
 reasons. One reasons
 WAS BECAUSE the
 to BOYS were
 fighting. Another reasons
 WAS the man did
 MAGIC. ALSO the
 cats did tricks.
 Pinley When the
 Nutcracker won the
 BATTLE.



Dear sunrise theatre, thank you for
 letting us come and see the Ballet.
 I Liked it for many reasons. One reason
 is when the boy and girl got in the sled
 it was cute. Another reason is thea
 boys were fighting it was funny. Also
 when the girl touched the mouse king he
 fell over it was funny. finally it
 snowed that was cute too.

from: Crystal



from: Jarrin boy

Dear Sunrise theatre, thank you for letting
 us come and see the ballet. I like it for Many
 reasons. one reasons is wen the cats did
 tricks. another reasons is wen the Nutcracker
 and the mouse king was battling. ALSO wen the
 boys wher fitting it was Really funny. Finally wen
 the boy and girl and the ballerina was dancing
 and they lvd happily ever after.





Missoula Children's Theatre Camp

In anticipation of Summer 2022, the popular week long Missoula Children's Theatre Summer Camps are in the process of being scheduled.





Current Organization Chart

- **The current staffing level is minimal and a return to pre-COVID levels is necessary to operate efficiently**
- **Current full-time staff – City of Fort Pierce**
 - Executive Director
 - Marketing & Communications Manager,
 - Technical Director/Facilities Manager - **Contracted Position**
- **Current part-time temporary staff:**
 - Administrative Assistant – 25 hours
 - Finance – 10 hours
 - Box Office - 25 hours
 - Custodial – as needed
 - Maintenance – as needed

Potential Organizational Chart

Executive Director

Marketing & Communications Manager

Technical Director

Box Office/House Manager

Box Office Supervisor/Education Coordinator

Development Director

Administrative Assistant – move to full-time

Operations/Facility Manager

Support Staff

- Finance
- Box Office Customer Service Representatives
- Graphics/Video Designer & Social Media
- Crew Heads (Sound Engineer, Light Designer, Carpenter/Rigger)
- Stagehands
- Custodial

GRANTS & FUNDING

- **Shuttered Venue Operators Grant** – Grant was approved and a Notice of Award was received on August 4th in the amount of \$1,096,000.00
- **Florida Department of Cultural Affairs** – Submitted for \$150,000.00
- **National Endowment for the Arts** – Submitting this month for \$150,000.00
- **American Rescue Plan** - Met with City Manager to discuss funds for eligible expenses that will assist in our recovery efforts

Sunrise Theatre Next Steps

- **Professional Facilities Management (PFM)** has submitted a proposal to assist the Sunrise Theatre Operations in a consulting capacity.
- Professional Facilities Management, Inc. (PFM) is a wholly owned for-profit subsidiary of Providence Performing Arts Center, incorporated in 1988 in response to a growing need for objective evaluation management of small-to-medium-sized performing arts facilities in geographically diverse locations.
- One of the first companies of its kind, PFM's business is focused on what we know and do best – great shows in performing arts venues. Our corporate mission – to bring a wide variety of programming to the broadest audience while maintaining financial responsibility and sensitivity to local constituency needs – has guided PFM to past successes and promises future growth.
- PFM Venues / Client Venues include:
 - Barbara B. Mann Performing Arts Hall, Fort Myers, FL
 - Coral Springs Center for the Arts, Coral Springs, FL
 - DPAC - Durham Performing Arts Center, Durham, NC
 - North Shore Center for the Performing Arts, Skokie, IL
 - Providence Performing Arts Center, Providence, RI
 - Steven Tanger Center for the Performing Arts, Greensboro, NC
 - The Hanover Theater for the Performing Arts, Worcester, MA
 - Veterans Memorial Auditorium, Providence, RI
 - Wheeler Opera House, Aspen, CO

Scope of Services – Primary Areas of Focus

OVERVIEW

“A to Z” Review of Operations

- PFM will analyze the entire operation including staff size and structure, marketing, sponsorships and fundraising, operations, ticketing, concessions and programming.
- PFM’s past assessment and consulting report (prepared in 2019) will be revisited for application to current conditions and renewed goals.
- This review of operations will also be expanded to assist with the Five-year Strategic Plan currently being developed this past June by Executive Director Sharon Engle and members of the Sunrise Theatre Advisory Board’s Strategic Planning Committee.

Key Market Research

- PFM will conduct in-depth interviews with past guests, rental clients, and other internal and external stakeholders to identify current perceptions of Sunrise Theatre to help target areas for new resources and or revised strategies.
- In addition, past surveys will be analyzed, and new surveys deployed to help guide new resources and or revised strategies.

National Networking

- PFM will provide access to a national network of leading live-entertainment venue professionals in talent buying, ticketing, marketing, production, and venue operations.

Primary Areas of Focus – Cont.

Building the Best Team Ever

- PFM will evaluate the current organizational structure, make recommendations for the future, and assist in identifying and interviewing candidates for future open positions.

Talent Buying for the Very Best Shows

- Based on PFM's unique high-profile relationships with major talent agencies, PFM will identify available artists and events and make pricing and offer recommendations for those events to be successful in Sunrise's 1,200 seats. PFM's talent buying services will include access to "OZ", PFM's proprietary database that has tracked thousands of live events nationwide over the past 10 years.
- Additionally, specific emphasis will be devoted to identifying artists and events that can expand Sunrise Theatre's variety of presentations and diversity of audiences.

Primary Areas of Focus- Cont.

Financial Restructuring

PFM will review the current financial reporting and suggest revisions to bring Sunrise Theatre budgeting, expense and accounting statements closer to standards used among live entertainment venues.

Measure for Success

- Drawing upon best practices from throughout the PFM network of venues, PFM will set measurable benchmarks and track ongoing success toward those benchmarks.

In-Market, Onsite

- Senior PFM staff will visit Ft. Pierce monthly to see and hear firsthand from Sunrise staff and to review and observe events-in-action.

Coaching to Win

- PFM will provide ongoing individual coaching with Executive Director and peer networking among key staff in every department.

Scope of Services – Added Tasks and Special Projects

New Ticketing Software

- PFM will identify new ticketing software options to improve customer service, increase net revenues, and then assist in negotiating a new ticketing agreement.

Maximizing Every New Opportunity

- Food and beverage (F&B) quality, service and selection can be an important part of Sunrise guests having a great night out. PFM will assist in determining the best balance of menu variety and pricing, product cost, and speed of service to help maximize F&B operations and the bottom line.

Shuttered Venues Operations Grant

- PFM will conduct a needs assessment to identify the highest and best use of federal or state recovery funds.

Managing Virus Safety Protocols and Response Plans

- PFM will provide current cleaning and disinfecting best practices, amended operations plans, and emergency response protocols will be shared for application to ongoing operations as the theatre emerges from the pandemic.

Added Tasks and Special Projects – Cont.

Exceptional Guest Service – A Great Venue’s Secret Weapon

- Next to the artists and events on stage, the most memorable part of a night at the theater is the customer experience, from the smiles and greetings at the doors to the quality and selection of the beer, wine, and snacks offered for sale. Delivering exceptional guest experiences is an area PFM specializes in and with PFM’s secret shoppers and proven post-show guest surveys, the Sunrise Theatre will have a fresh set of eyes and ears that are essential for both recognizing great staff performance and in knowing where to add training or fine-tune staff procedures.

Modern Marketing for Maximizing Sales and Attendance

- Marketing live events has changed dramatically over the past ten years and these changes are continuing at an ever-faster pace. More than ever, websites, digital advertising and an active presence on social media are essential to maximizing ticket sales. PFM will audit past marketing campaigns and make recommendations to ensure that Sunrise events are reaching the right audiences with the right message in all of the right places.
- A specific analysis will be conducted to assess marketing department organizational structure and staff size.

Additional Tasks

Sunrise Theatre Foundation Scope, Mission and Fundraising

- PFM will review and provide alternative structures and goals for the organization of the Sunrise Theatre Foundation drawing upon successful models used at similar sized venues across the U.S.
- This review will provide recommendations for grant sourcing, membership programs, and other fundraising strategies.

Investing for the Future

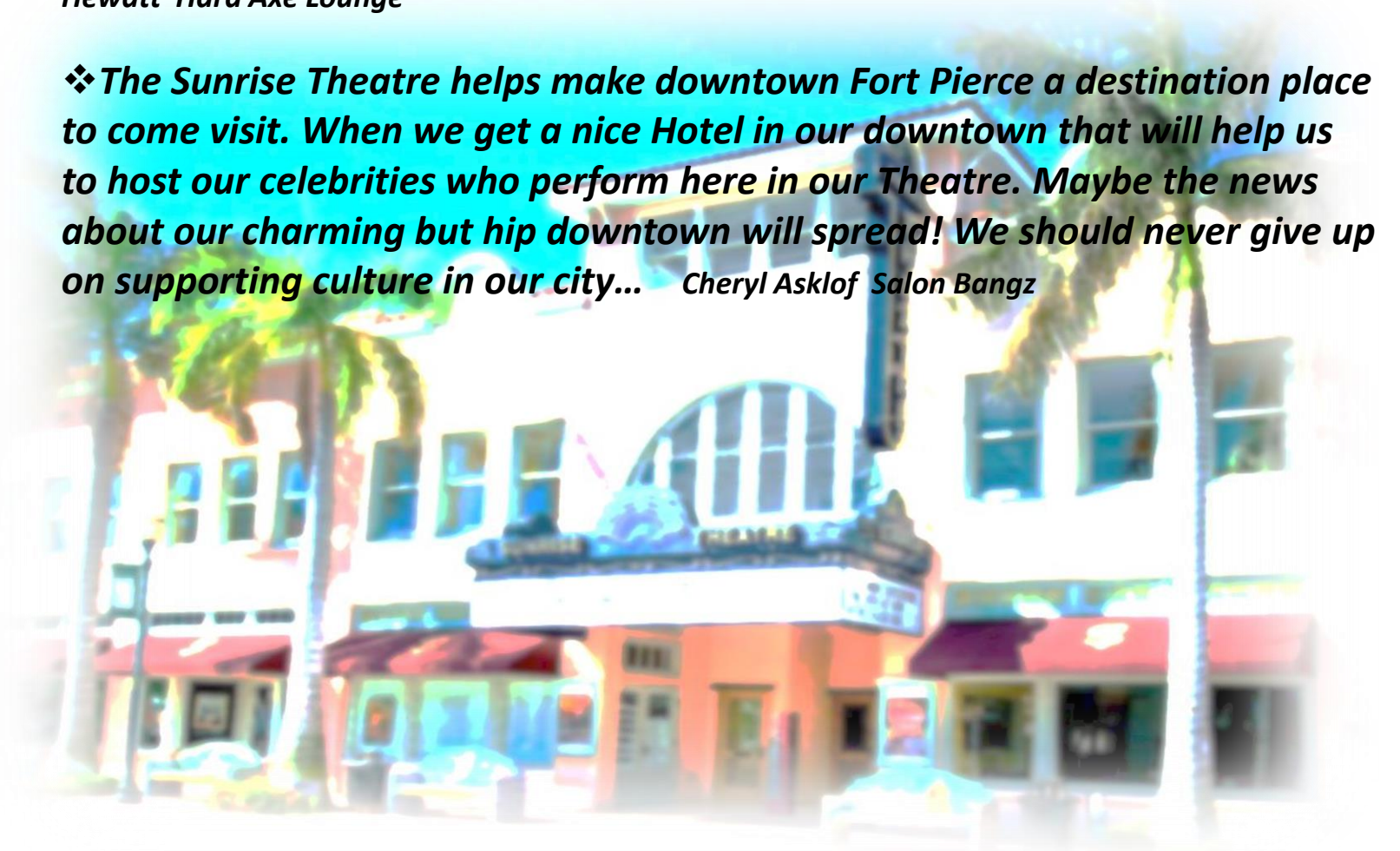
- PFM will identify any current needs or deficiencies with venue infrastructure and equipment and make recommendations as part of a long-term future capital investment plan.

What Downtown Business Owners Have To Say

- ❖ *I just purchased Chaney's House O'Flowers, it's has been in business for 85 years. The theatre put on some recitals for a few dance studios and I sold out of a lot of flowers. The theatre brings business and recognition for a lot of businesses in downtown. Karen DeVries Chaney's House O'Flowers*
- ❖ *The theatre is a staple in Downtown! The restaurants are ALWAYS full on the nights you have shows and this is instrumental to us as business owners...Thank you for being a backbone for our Downtown & always showing your support. Beryl Muise Notions & Potions Candles and More*
- ❖ *The Sunrise Theatre is an extremely important component of our downtown area. Folks who probably would have never visited Fort Pierce come to the theatre for the shows and become fans of our downtown and come again for the restaurants and shopping offered. Charlie Hayek*

❖ After moving to the city back in 2010 the Theatre has always been a massive historical staple in our town. The history, story, and the character it adds to our city is next to none. So many people owe their pre-COVID success to the theatre and we all need to fight to help keep it open!!! Julian Hewatt Hard Axe Lounge

❖ The Sunrise Theatre helps make downtown Fort Pierce a destination place to come visit. When we get a nice Hotel in our downtown that will help us to host our celebrities who perform here in our Theatre. Maybe the news about our charming but hip downtown will spread! We should never give up on supporting culture in our city... Cheryl Asklof Salon Bangz



Google Reviews

wendy garcia

Local Guide · 124 reviews · 31 photos

3 months ago

It was very organized. The seating was arranged 6ft. apart. The staff wore masks and audience did as well. It was very clean. There is a parking garage very close by. The comedy show was awesome

Kenneth Burton

Local Guide · 628 reviews · 10,902 photos

a year ago

Classic theater-style venue with great acoustics and a great sound system, a great place to see a show. And they have great shows come through here through season.

Honey Badger

Local Guide · 43 reviews · 11 photos

7 months ago

Historic Theater has Charm few others do. Nestled in Old Fort Pierce with plenty of cool shops to stroll & eateries to experience afterwards. They get the latest entertainment too.

Highly recommend a Show here & then Dinner at Wasabi Sushi & Thai around the Corner. You'll feel like making your Reservation for next time even before you're evening is over.

Enjoy!

Carol Rooney

Local Guide · 62 reviews · 3 photos

5 months ago

The band Pure Zeppelin was great with Spaz, Gary's, and Chad they rocked the house for what was aloud in . The ushers were great on helping everyone all had masks and Dave and a few ladies that know us help Dave's in wheelchairs with anything they needed .. great place

Welcome Back!

