



**SUNRISE  
THEATRE  
FOR THE PERFORMING ARTS**

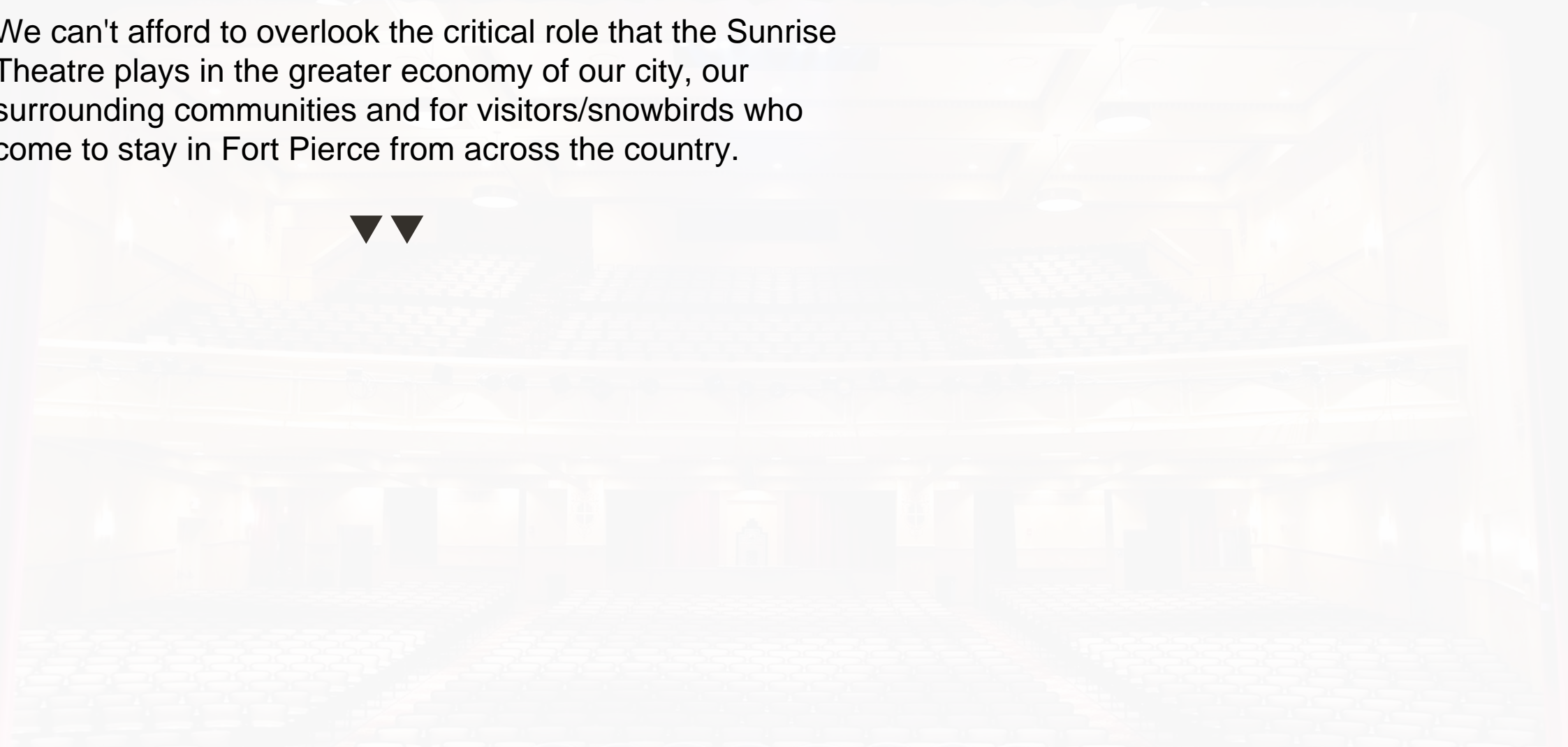
# Economic Impact

Since opening in 2006, The Sunrise Theatre has served as the economic engine and has been the catalyst for the revitalization of historic downtown Fort Pierce.

- As the economic driver for Fort Pierce, the regular and frequent schedule of events draws thousands of patrons to The Sunrise Theatre benefitting the nearby restaurants, retail, and personal service businesses. According to the National Independent Venues Association (NIVA), for every \$1 spent on a ticket at small venues, a total of \$12 in economic activity is generated within communities.
- In addition to being an attractive asset to individuals moving into the area, The Sunrise Theatre also brings additional revenue by attracting new small and large businesses to locate here. With the construction of Kings Landing, downtown will now have a destination hotel for theatre goers. The developer of the Renaissance on the River built the upscale condominium mixed – use project specifically in Fort Pierce because the Sunrise Theatre was one block away!

# Economic Impact

- We can't afford to overlook the critical role that the Sunrise Theatre plays in the greater economy of our city, our surrounding communities and for visitors/snowbirds who come to stay in Fort Pierce from across the country.



# COVID - 19

- Like all live performance venues, The Sunrise Theatre was among the first businesses to close and will be one of the last to reopen due to the Covid-19 Pandemic. On March 12th, 2020, the doors were closed to the public, and operations on what was proving to be a financially successful season came to a sudden halt.
- With no real forewarning and limited information on what to expect or how long we would remain closed, the initial shutdown was scheduled for just two weeks. Shows were postponed, rescheduled and canceled. Patrons were lining up at the box office windows, calling and emailing, inquiring about the status of their tickets. The box office became overwhelmed with refunds and exchanges overnight. As the days and weeks passed, it became apparent that the shutdown would continue and shows that had not yet been postponed, many of them rentals, had to be addressed. This vicious cycle has continued over the last nine months.



# COVID - 19

- In an effort to provide entertainment , a semblance of normalcy, and to keep our community engaged, we offered different activities such as virtual streaming concerts, coloring contest for children, pre-recorded acoustic mini performances, guitar raffles and offered online full-length pre-recorded concerts - all to benefit our community.
- Due to the nature of the business, a full season schedule of shows had already been planned for Winter 2020 and Spring 2021. Not anticipating the pandemic to impact us as long as it has, the shows were announced, memberships and tickets sold. As time went on, calls began to come in from artist representatives wanting to reschedule and the process started over again. Artists were rescheduling and most shows have moved to 2022.
- Venue procedures, policies and codes of conduct have all been revisited to include new health and safety measures that are essential for safe and legal operations. This has been in addition to normal, day to day operations of booking and contracting, box office and ticketing, marketing, facilities maintenance and bookkeeping.



# Cost – Saving Measures

- Beginning in May one full -time staff position and other temporary part-time staff were laid off indefinitely.
- Remaining staff worked minimal hours and maintained furlough days through the month of September.
- All staff moved to upstairs offices to close the main part of the building.
- Services to the building were either turned off or set at a minimum. Equipment was powered off.
- Service contracts were evaluated and either reduced, put on hold , or canceled.
- Staff continues to work minimal hours.



# Operations & Changes Overview

- Comedy Corner
  - 50% Capacity
  - Masks Required and 6' Social Distancing Enforced
  - Table Seating Only
  - Tableside Service
- 2020/21 Season Campaign
  - Membership Renewal Campaign Started June 18, 2020
  - Season Tickets on Sale
- Patron & Volunteer Surveys
  - Positive Feedback was received - all are eager to return to the theatre when safe



# Finances & Expenses

- Monthly expenses with minimal staff and no events is \$60,000/month.
- Insurance & Utilities combined are 46% of fixed expenses.
- Like most businesses at this time Sunrise Theatre is generating minimal revenue.
- Financial relief is expected by way of the Cares Act and Save Our Stages Act.



# Winter/Spring 2021

- As weeks have turned into months, we are now in the New Year...2021! We have utilized this time to also prepare for our reopening. The Sunrise Theatre will open its doors for performances beginning January 21. These performances will be limited to 50% capacity with new safety procedures and protocols in place.
- We wait to see what will be received by way of Cares Act reimbursement for funds spent on hand sanitizer and sanitation stations, masks, gloves, cleaning products and disinfectants, electrostatic sprayers, signage, print at home ticketing, ticket scanning software and hardware, bi-polar ionization system, tables and stools for social distancing events, mobile ordering capabilities, stanchions and ropes, and more. All necessary items to safely open.
- Utilizing the resources of the Small Business Development Center at IRSC the Sunrise Theatre Director along with the Sunrise Theatre Advisory Board Strategic Planning Committee will work to develop a 5-year strategic plan.

# Save Our Stages

- The Save Our Stages Act was recently passed as part of the latest Covid -19 relief package. This Act provides \$15 billion dollars in relief to the live events industry. The grant program will be administered by the Small Business Administration and the funds do not have to be repaid.
- The grant application period is set to start the beginning of April in 3 stages. Each stage is a period of 14 days. The Sunrise Theatre is eligible to apply in the 1st stage.
- What is the amount of the SOS grant?
- Initial Grant: The amount equal to 45% of 2019 gross earned revenue.
- **For the Sunrise Theatre that amount is over \$1 million dollars.**
- Supplemental Grant: If funds remain after initial grants are distributed, a second grant equal to 50% of the initial grant amount may be awarded to entities still experiencing 70% earned revenue loss when comparing the first quarter of 2021 with the first quarter of 2019. The total amount of the initial and supplemental grants awarded may not exceed \$10 million.

# Sunrise Theatre Schedule January– June 2021

\*Events in Red Indicate Rentals

## JANUARY

Saturday, January 9 -Comedy Corner Black Box

Tuesday, January 12- Jazz Jam Black Box

Thursday, January 21 - The Edwards Twins (50% Cap)

Saturday, January 23-Comedy Corner Black Box

Tuesday, January 26-Jazz Jam Black Box

## FEBRUARY

Tuesday, February 2-Jazz Jam Black Box

Saturday, February 6 – Pure Led Zeppelin Experience (50% Cap)

Tuesday, February 9-Jazz Jam Black Box

Friday, February 12- The Wailers (50% Cap)

Saturday, February 13-Comedy Corner Black Box

Tuesday, February 16-Jazz Jam Black Box

Saturday, February 20-ABBA Mania (50% Cap)

Tuesday, February 23-Jazz Jam Black Box

Saturday, February 27-Comedy Corner Black Box

## MARCH

Tuesday, March 2 - Jazz Jam Black Box

Wednesday, March 4 - Tribute to the Bee Gees (50% Cap)

Friday, March 5 – H2O Music of Hall & Oates (50% Cap)

Tuesday, March 9-Jazz Jam Black Box

Friday, March 12- Preacher Lawson (50% Cap)

Saturday, March 13-Comedy Corner Black Box

Saturday, March 13 - Bruce In The USA (50% Cap)

Tuesday, March 16-Jazz Jam Black Box

Tuesday, March 23-Jazz Jam Black Box

Tuesday, March 23-The Passion Play

Friday, March 26- Tribute to Elton John (50% Cap)

Saturday, March 27-Comedy Corner Black Box

Tuesday, March 30-Jazz Jam Black Box

## APRIL

Friday, April 9-Gin Blossoms

Saturday, April 10-Comedy Corner Black Box

Tuesday, April 13-Jazz Jam Black Box

Sunday, April 11- Comedian James Gregory (50% Cap)

Sun, April 18-Sun, April 22Ren Charter School The Little Mermaid  
(week-long rental)

Saturday, April 24-Comedy Corner Black Box

Tuesday, April 27-Jazz Jam Black Box

Friday, April 30-Eagles Tribute (50% Cap)

## MAY

Saturday, May 8-One Night Of Queen-8PM

Monday, May 10-Treasure Coast Sports Awards

Tuesday, May 11-Jazz Jam Black Box

Friday, May 21-JCHS Graduation

Tuesday, May 25 Jazz Jam Black Box

## JUNE

Saturday, June 5-Grace Place Dance Studio

Saturday, June 12 - True Crew Studio Recital

Sunday, June 13- Mrs. P's Dance Studio

# Closing Statement



**Thank you for your support of the Sunrise Theatre, the Gem in the Cultural Crown of Fort Pierce and the entire Treasure Coast.**

**“Music and The Arts make a bridge across this world in ways that nothing else can”  
– Julie Andrews**

Thank You!

