

Sunrise Theatre

Advisory Board Update
February 14, 2022



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Staffing & Organizational Structure

Restructure

- Restructure staff so that all key positions are City of Fort Pierce employees -

Increase

- Increase headcount from 3 to 7 FTE's using SVOG funds to include, Director of Operations/Facility Maintenance Manager, Technical Director, Digital & Social Media Manager, Administrative Assistant

Hire

- Hire part-time positions in the areas of:
 - Box Office Associates (Completed)
 - Volunteer Coordinator (10 hours per week)

Finance/ Operations

Finance

- Restructure Sunrise Theatre financial accounting into two separate accounts:
 1. General and Administrative Costs (G&A/Overhead)
 2. Event Revenue and Expenses
- This approach will provide a clearer view of the profit/loss by event

Operations

- Prioritize list of deferred repairs and prepare budget and timelines to address (in process)
- Develop 10 Year Capital Replacement and Improvement Plan (as part of Strategic Plan)
- Implement show by show guest satisfaction survey (recently implemented)

Marketing

Branding

- Revise current brand slogan to: “Sunrise Theatre – Bringing The Best Entertainment to the Treasure Coast” (Completed)
- “Light Up the Sunrise!” – Slogan For Current Season
- Consider dropping “For the Performing Arts” from marketing materials

Website

- Remove Shuttered Venues Grant information from the website (Completed)
- Increase presence on social media platforms such as Facebook and Instagram (Currently In Process)
- Embark on website redesign effort

Membership Program

- Investigate increasing the tangible benefits associated with membership
- Reduce the number of pre-sales to 2

Ticketing

Revise ticket fee structure for greater consistency and enhanced revenue opportunities (In Process)

Place restoration fee inside the face value of the ticket as per industry best practice

Move forward with investigating ticketing software upgrade for Summer of 2022 implementation

Community Engagement

Leverage synergies with groups such as St. Lucie County Tourist Council, Cultural Alliance and Chamber of Commerce

Develop rent waiver program and application process for community groups

Create 5 Year Strategic Plan (in process, slated for May 2022 presentation to City Commission)

Fund Raising & Corporate Sponsorship

Earmark up to 10 seats for selected Sunrise Theatre events to host prospective sponsors (Complete)

Identify the top 25 area companies to target for the Corporate Sponsorship Program (In Process)

Identify Sponsor Sales Partners and develop a partner sales program (In Process)

Thank You

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