

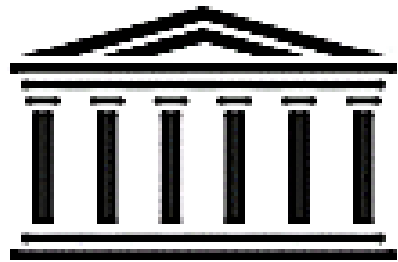
Sunrise Theatre

Celebrating a
successful 2021-2022
Season!



21/22 – A Year in Review

- Hired new management for Front of House & Technical Operations
- Diverse & community led programming
- Building the Foundation's reach & reinstating school time performances
- New website, increased digital advertising, and rebranding
- Upgraded membership perks & enhanced experiences
- Updated ticketing practices and policies
- Capital Improvements made to the Historic building



PFM
Professional
Facilities
Management

PFM Consulting

- ▶ Working with PFM opened our doors to new bookings and provided us assistance with searching for a new ticketing platform
- ▶ At the end of our year, PFM noted these items as our strengths:
 - ▶ Passionate Fanbase
 - ▶ Big Shows Coming to Fort Pierce
 - ▶ Highly Complimented Volunteer Staff
 - ▶ Intimate Historic Theatre
 - ▶ Social Media Presence
 - ▶ New Tech Director / Director of Operations

Coming Soon to the
Sunrise Theatre!



Rentals

- Rentals are an integral part of the overall programming at the Theatre. There has been an increase in rental bookings on both the local and national level.
- From Gospel to Rock 'n' Roll to Latin Freestyle to Old School R&B
- National Touring productions of Further Up & Further In and Zach Williams
- 2022 Florida Gubernatorial Debate
- Welcomed back the Bluebird Foundation with Oriente!
- Increased Black Box use
- Community Renters: E.N.D. It, St. Lucie Children's Services Council, St. Lucie Chamber, Local dance studios

Sunrise Theatre Foundation, School Shows, & Kid's Camp

- Three Missoula Children's Summer Camp sessions held in 2022. The Sunrise Theatre Foundation funded 36 children to attend the summer camp and provide each family with a ticket to the show.
- Two Schoolttime shows added for 22/23 Season – The Nutcracker & Let's Go Science!
- Working with the Community Foundation of Martin & St. Lucie County
- Two events held in 2022
 - **Professor Pennygoode's Flea Circus Live @ the Black Box**
with a live band, aerial artists, stilt walkers, and fun for the whole family!
 - **Happy Haunting – Halloween Gala**
Haunted Theatre Tour, Spooky Games, Auction, and Rocky Horror Picture Show



Marketing Initiatives

▶ New website launched with new features

- ▶ Patron Login
- ▶ Mobile Optimization
- ▶ E-Book of Events

▶ Rebranding – business cards, signage, membership cards, branding message

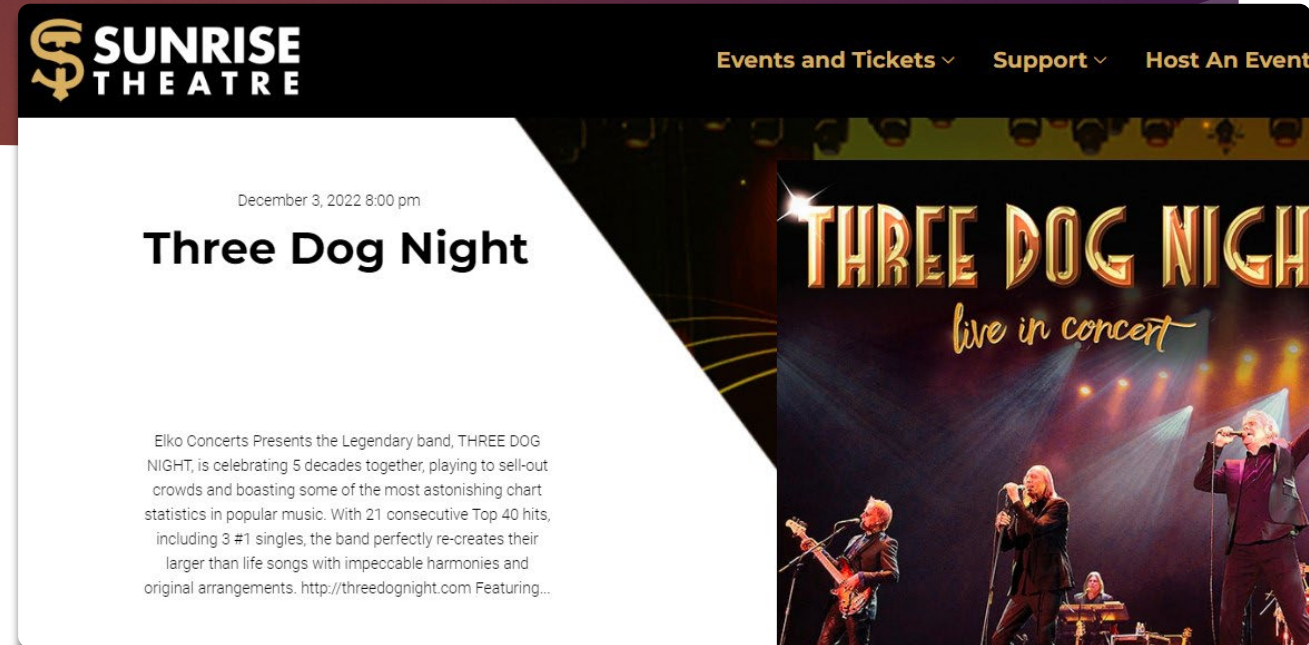
▶ Consistent social media messaging with Facebook & Instagram

▶ Utilization of video inside & outside of Theatre

▶ Routine communication with ticket holders with “Know Before You Go”

▶ New Corporate Sponsorships

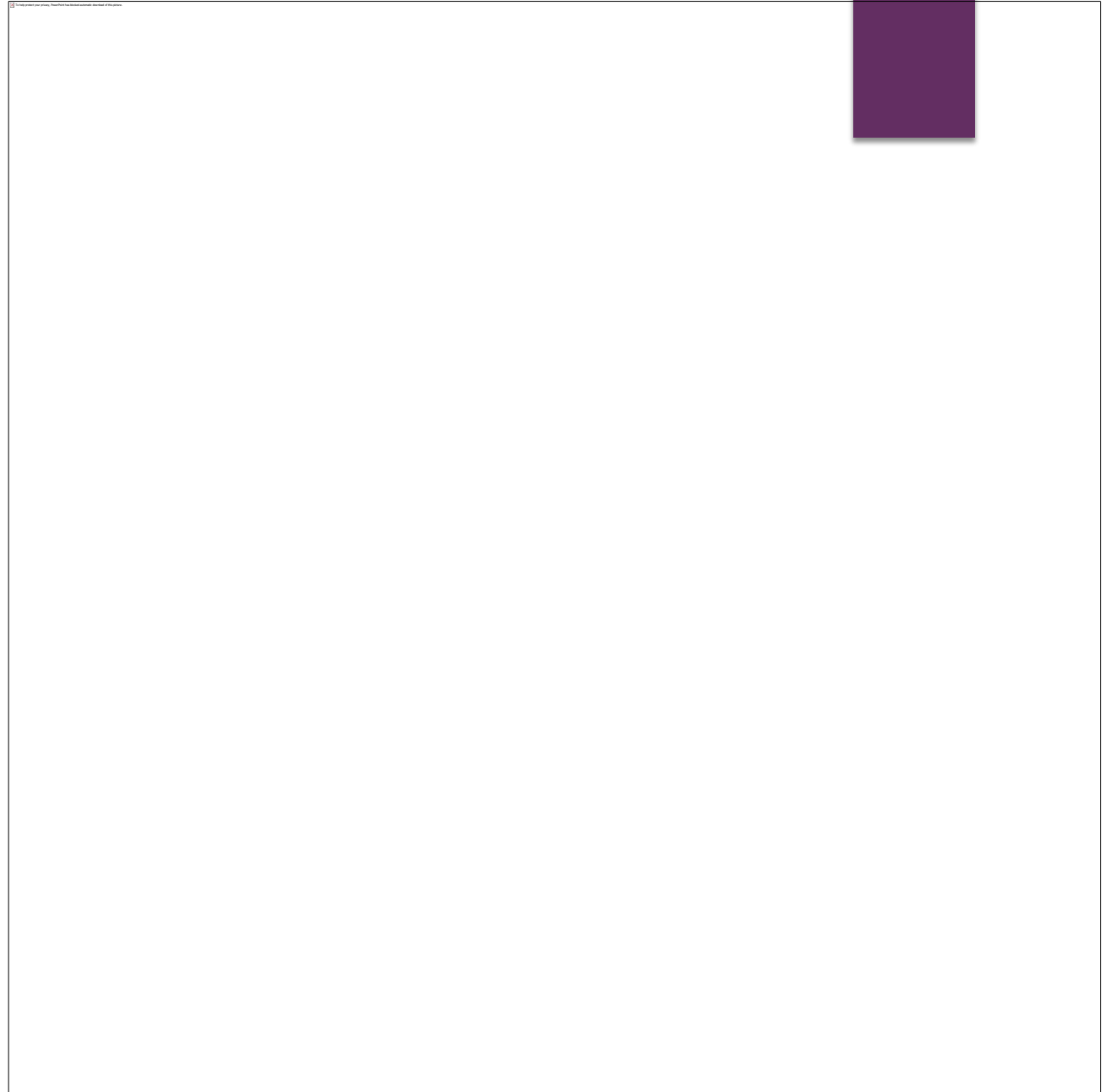
▶ Awarded \$150,000 State of FL Cultural Affairs Grant in July 2022



SUNRISE THEATRE

The Treasure Coast's #1 Destination for Live Entertainment

2022/2023 Season Announcement



Enhancing Patron Experiences

Updated Front of House policies & procedures – sent to patrons on “Know Before You Go”

▶ Enhanced Membership Perks – VIP Lounge, VIP Concierge, and Priority Entry

▶ Increasing Box Office & Volunteer Staff

▶ Ticketing made easier – Apple Wallet Tickets, Print @ Home Tickets, Mobile Purchasing

▶ Patron Surveys – A+ results for our front of house staff!

New Merchandise area to help egress of Lobby area



Technical & Building Improvements

- 10 Year Capital Management Plan
- Developed a core staff of well trained Theatre technicians and stagehands
- Repairing dimmer system & house light control
- Replaced stage curtains
- Began converting fixtures to more energy efficient LEDs
- Carpeting replacement in admin areas
- Repaired damaged Spanish Tiles on roof
- Sprinkler transfer switch upgraded
- Marquee repaired; Looking to upgrade to digital marquee
- Dressing rooms refurbished
- HVAC Automation migration (in progress)
- Fire Panel Upgrade (in progress)
- Hot Water Tank Replacement (in progress)
- Repaired all external doors
- Patched Leaks in Roof

And much more to come in 2023!
Celebrating 100 Years!



Thank you!

Executive Director: Sharon Engle

Technical Director & Operations Manager: Jeff Lovett

Marketing Director: Anne Satterlee

Box Office & Front of House Manager: Marisa Quijano

Executive Assistant: Karen Skidmore