

# SUNRISE THEATRE MANAGEMENT UPDATE

**RFP 2025-017**

City Commission • March 9, 2026



# Introduction

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- Share background on how we reached this point
- Provide the Commission with a high-level overview of the proposed management agreement
- Hear directly from VenuWorks about their company and approach
- Receive initial Commission feedback before finalizing the proposed agreement for approval



# RFP 2025-017

The Sunrise Theatre has traditionally operated as a City-managed department under an enterprise fund structure. To explore a new management approach, the City issued RFP No. 2025-017 seeking proposals from qualified concessionaires to assume full operational responsibility for the Theatre.



## Programming

Plan, book, and manage all programming and events, balancing profitability with community-centered and culturally relevant offerings.



## Maintenance

The concessionaire will be responsible for ongoing routine facility maintenance and cleanliness of the venue, while the City will retain responsibility for capital systems like HVAC.



## Marketing

Lead all marketing efforts, including maintaining the website, promoting events, and pursuing sponsorships to increase visibility and revenue.



## Back Office Management

Oversee all HR, accounting, IT, and compliance, ensuring fully independent and auditable operations. As well as implementing and operating security measures.



## Ticketing/Customer Relations

Operate all ticketing platforms and provide responsive customer service for patrons, performers, and vendors.



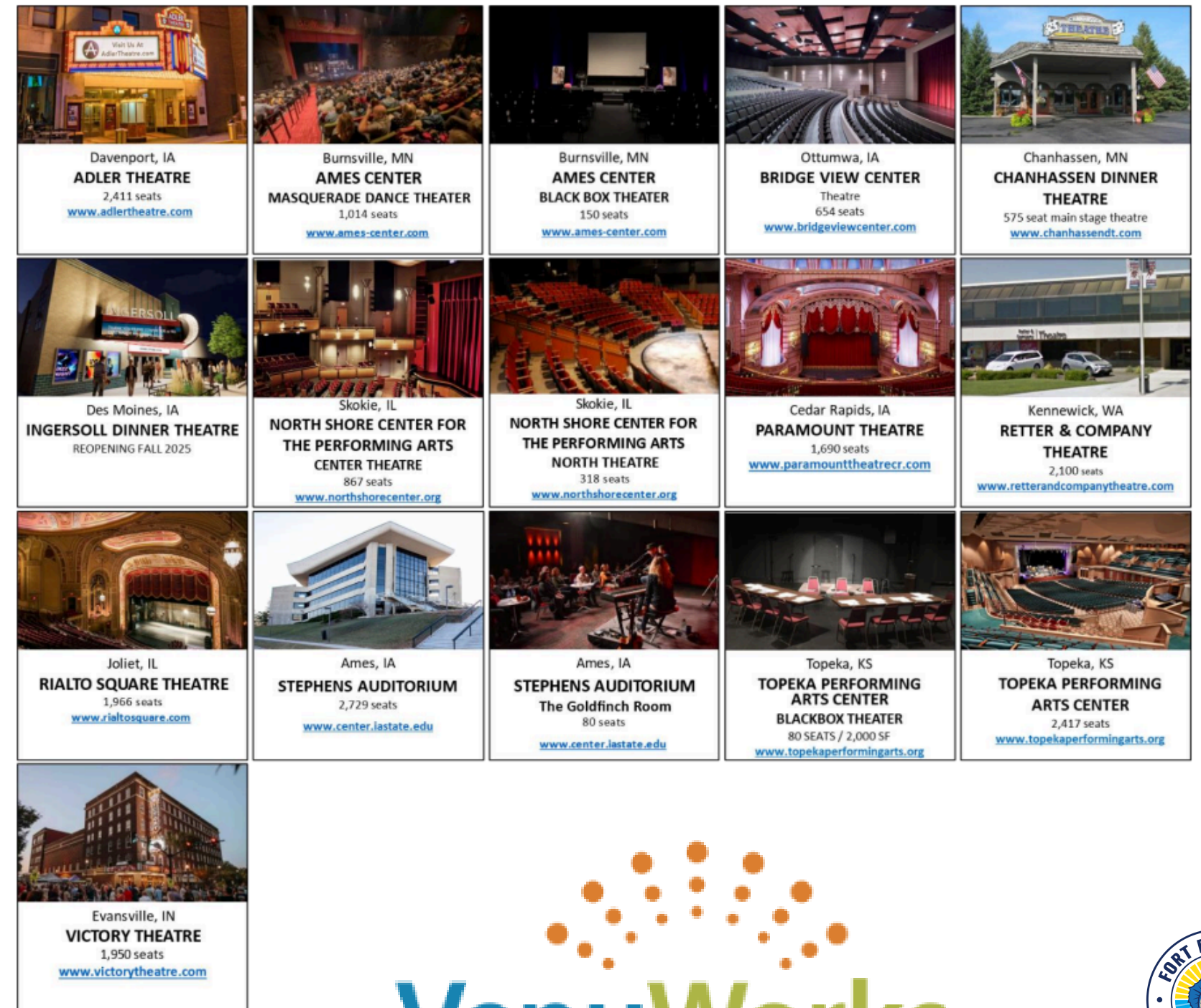
## Food and Beverage

Manage all food and beverage operations, ensuring licensing compliance, and explore opportunities to enhance catering capabilities on site.



# VenuWorks

- Operates **50+ venues**, specializing in **historic theatres**
- Focuses on **exceptional programming, operational efficiency, and financial success**, ensuring accessibility and affordability
- Balances **historic preservation with modern operations**
- Curates **diverse, community-centered programming** that reflects local identities
- Maximizes Theatre use with **private events on low-demand days**
- Proven history of **turning financial deficits into gains**, reducing taxpayer burden, and creating self-sustaining cultural hubs
- Aims to reimagine the Theatre as an **inclusive and vibrant cultural and economic driver** for future generations



**VenuWorks**



# Proposed Management Agreement Overview

- **Ownership:** City retains full ownership of Sunrise Theatre.
- **Term & Termination:** 5-year initial term with an optional 5-year City extension; either party may terminate with 120-days' notice, or for cause if not cured.
- **Scope:** VenuWorks manages operations, booking, marketing, food & beverage, maintenance, ticketing, staffing, and event services.
- **Budget:** VenuWorks will annually prepare and submit a budget for approval, which they will manage.
- **Employees:** VenuWorks will hire Executive Director and other staff, existing employees may transition following initial review period; City participates in hiring the Executive Director.
- **Financial Structure:**
  - All revenue belongs to the City
  - City funds the approved operating budget
  - VenuWorks will provide and maintain their own bank accounts (City signatory optional)
  - VenuWorks covers annual net operating income shortfalls up to 50% of their earned commissions
- **Management Fees:**
  - \$7,000/month base fee (Year 1, CPI-adjusted)
  - 10% of gross food & beverage revenue
  - VenuWorks Investment: \$50,000 in concession equipment (becomes City property)
- **Community Focus:** Collaboration with the Sunrise Theatre Foundation, Advisory Committee, community partners, and integration of volunteers.

# Next Steps:

- Incorporate Commission feedback into the agreement
- Finalize the document with VenuWorks
- Return to the Commission for formal approval
- Establish implementation timeline and transition plan

