



The Ritz Revival

Brought to you by Corpus Christi PATCH, Inc.





The Ritz Revival Presentation Outline

1. The Ritz Theatre

Built in 1929
Architect Scott Dunn
Owner Bruce Collins
Image of Fantasy with Spanish courtyard façade
and illuminated sky with clouds/stars
Declared "one of finest in the state"
One of largest theatres in Texas
Survived the Stock Market crash

2. The Ritz Theatre Time line

43 years as the Ritz Theatre
Closed in 1972
Ritz Music Hall in 1974
Ritz Productions in 1976
Performing Players
Encore Theatre Group
Closed in late 80's - over 15 years

*The stage is not merely the meeting place of
all the arts, but its also the return of art to life.*
-Oscar Wilde

3. The Ritz Theatre Tool for Economic Revitalization

Enhance quality of life
Viable member of downtown business community
Create Vitality - once part of Downtown
Catalyst for other downtown development
Use momentum of SEA district

4. The Ritz Situation

Ritz closed over 15 years
1972-1989 only makeshift repairs
Still in fairly good shape
Good starts in the past
Perceived Obstacles

5. Robert Rowling

Conversation with Mike Smith, Legal Council
Ritz is last on his priority list
Pledged to donate theatre
PATCH submitted contract
Rowling requires solid financial plan and fund raising
plan before signing contract
Wants it done right
Interest, but no real offers from other parties,
considering restoration costs
City interest, but no restoration plans

6. PATCH, Inc. Positive Action Towards Cultural Heritage

Non Profit 501 c3
Specific entity for the Ritz
Support
League of Historic American Theatres
Dr. Clifford Edge - Advisor
Jocelyn Strauss - Las Casas Foundation, Majestic
Mayor and community support already
Other theatres - LHAT Chat

7. PATCH . Long Term Goals

Promote culture and creativity by:
Restoring creative venue: Ritz
Programming/Education plans
Improve pedestrian passage
Theatre District
Rehearsal Spaces
Catalyst for other big projects

8. Ritz Programming

Professional Performance
Music, Dance, Comedy, Etc.
Broadcast Performance
Austin City Limits / Freddie Records
Cinema
Alamo Draft House
Cultural Productions
Festivals
Edgeworks
Educational Programs
Private Rental Events
Conventions, Meetings, Lectures

9. Community Benefit

Traverse City, MI - City Opera House
Economic impact = \$3,600,000
Galveston, TX - The Grand
Economic Impact = \$ 7,756,316
Burlington, VT - Flynn Theatre
Economic impact = \$20 million/year
Something to shoot for:
In Chicago, from 1996-2002, the live theatre
industry generated approx. \$823 million in direct
spending and \$1.7 billion in total output.

10. What makes PATCH different?

Planning, Timing, Momentum. Support (youth),
Tangible Shift in CC, Resources, Connections,
Visibility, Commitment



11. Planning, Action, Visibility = Success

Sponsorship requires visibility

Documentary/video blogs/webcast

Example: Equipment Sponsor

CREST Amps & Performance Magazine

Rehearsal Space Rehab

show of install/performance/local band

Nov. 30th -HGTV Restore America

\$100,000 Grant, TV exposure (12 cities)

12. PATCH . Next Steps

Establish Board of Directors

Hire Janis Barlow

Theatre planning consultant

\$60,000 investment (1% of restoration cost)

Complete road map

Strategic, business and project planning

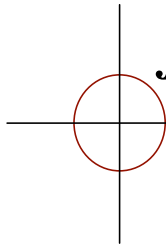
Financial planning

Killis Almond, San Antonio

Has a relationship with Barlow

Change. It has the power to uplift, to heal, to stimulate, surprise, open new doors, bring fresh experience and create excitement in life. Certainly it is worth the risk.

- Leo Buscaglia



Janis A. Barlow & Associates

Research, Planning and Management Consultants
Specializing in Theatre since 1981

October 12, 2005
Attn: Monica Sawyer

Re: Proposal to Undertake Planning for the Rehabilitation of the Ritz Theatre

Thank you for your request for a short letter outlining the steps and costs of an historic theatre rehabilitation planning process. We believe that a successful project begins with a business and architectural feasibility study led by a theatre management consultant.

My firm normally advocates an initial phase of strategic planning that includes a community and owner's needs assessment, a program and operational review, and an envisioning or consultation process to achieve stakeholder consensus on the future rehabilitation and/or development of the building. Although this initial phase involves some degree of market analysis, we believe a facilitated consultation process is really important at this time. Apart from getting a clear idea of how you want the Ritz to function in the future, this approach can also lay the groundwork for a future fund raising feasibility study or capital campaign.

Once project objectives are clarified, the next step requires a translation of current and future program aspirations into a basic spatial analysis and outline specifications. We also would work with the architect of your choice to oversee preparation of a condition assessment of the building, a scope of work, and an estimate of probable project costs, (not just construction costs).

When we all agree upon the potential scope of physical improvements necessary to secure the building and meet future program requirements, we will prepare an operating plan that reflects the proposed improvements. Finally, we would prepare a set of action steps and a schedule to guide the development of the project from its fundamental feasibility planning document to its re-opening night.

Normally, our fees and expenses for the strategic, business and project planning aspects of the feasibility study start at \$35,000. If we coordinate the architectural aspects of the study, the fees and expenses are likely to be another \$25,000 to \$40,000 depending upon the extent of the services required, the architect selected and the availability of such basic planning tools as a set of as-built drawings. In our experience, the client receives a much more extensive and integrated planning document and better value for the dollar when the process is coordinated by a theatre consultant.

The outline we have described can be modified to suit the specific needs of the project and the resources available to the client group. Should you decide to pursue this planning process, we would be happy to provide a more detailed methodology and cost estimate to suit your terms of reference.

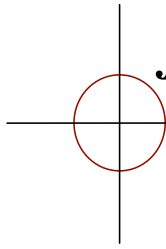
We have provided theatre consulting advice to dozens of historic theatre projects across the United States. In Texas, we have undertaken consulting assignments in Laredo, Grand Prairie, Austin, Galveston, Midland and San Angelo, frequently in partnership with Killis Almond, FAIA, of San Antonio.

We would be happy to provide further details or a proposal to suit your needs. Thank you for inviting me to submit a letter of interest to you.

Sincerely,

Janis Barlow, Principal

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Phone: (416) 921-0208 Fax: (416) 921-9819 e-mail: j625barlow@attglobal.net



Janis A. Barlow & Associates

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Specializing in Theatre since 1981

Unsolicited Reviews of our Work

The more I read this thing, the more value I see in it. Again and again, I have pulled references from it. How refreshing to actually have a sensible, well-considered, easily understandable plan! However, I must say the work you have done has spoiled this organization. Clear communication, good organization, documented results, value for funds invested -- can you believe it? Now we expect that from everybody we work with! Ruined. We're just ruined.

- Lee Ann Prescott, Executive Director, Lincoln Theatre, Marion, VA

Thank you for the tremendous amount of hard work and guidance you put into the development of our new strategic plan. I think all of us here agree that it has been an extraordinary experience, one that taught us more than we had dared even hope for. It's safe to say that you have broadened our knowledge, focused our vision and energized us toward a future that is indeed ours to create.

- Jim Baudin, President-Elect; Paul Beutel, Executive Director;
Don Cox, Past President; Bill Willis, President,
Paramount Theatre, Austin, TX

Here in Savannah when we have need of an outside theatre consultant, we generally take one of two approaches. We either hire some fellow with an accent and a beret to come down here and tell us what to do, or we say to ourselves, "ah, hell, let's just get Bubba to do it."

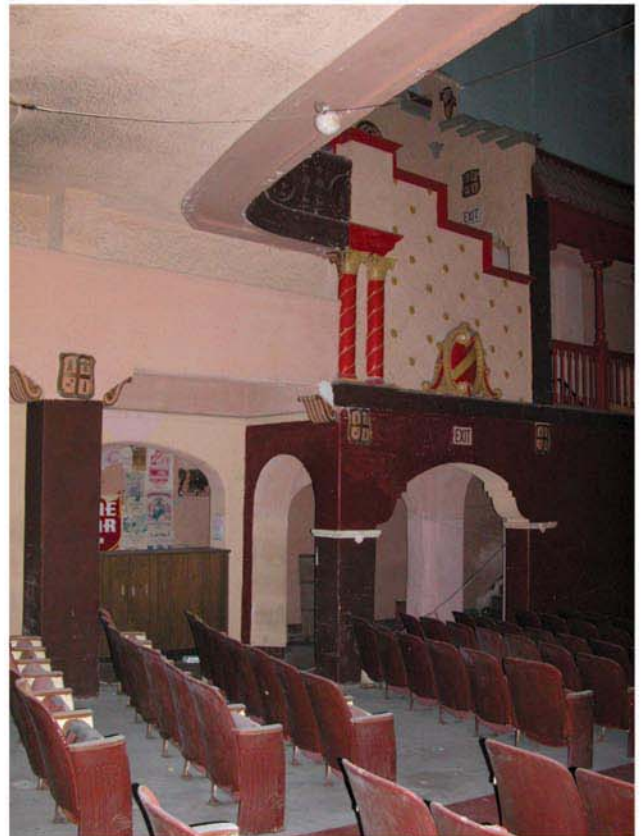
You're somewhere in between the two and, may I say, it's a refreshing change.

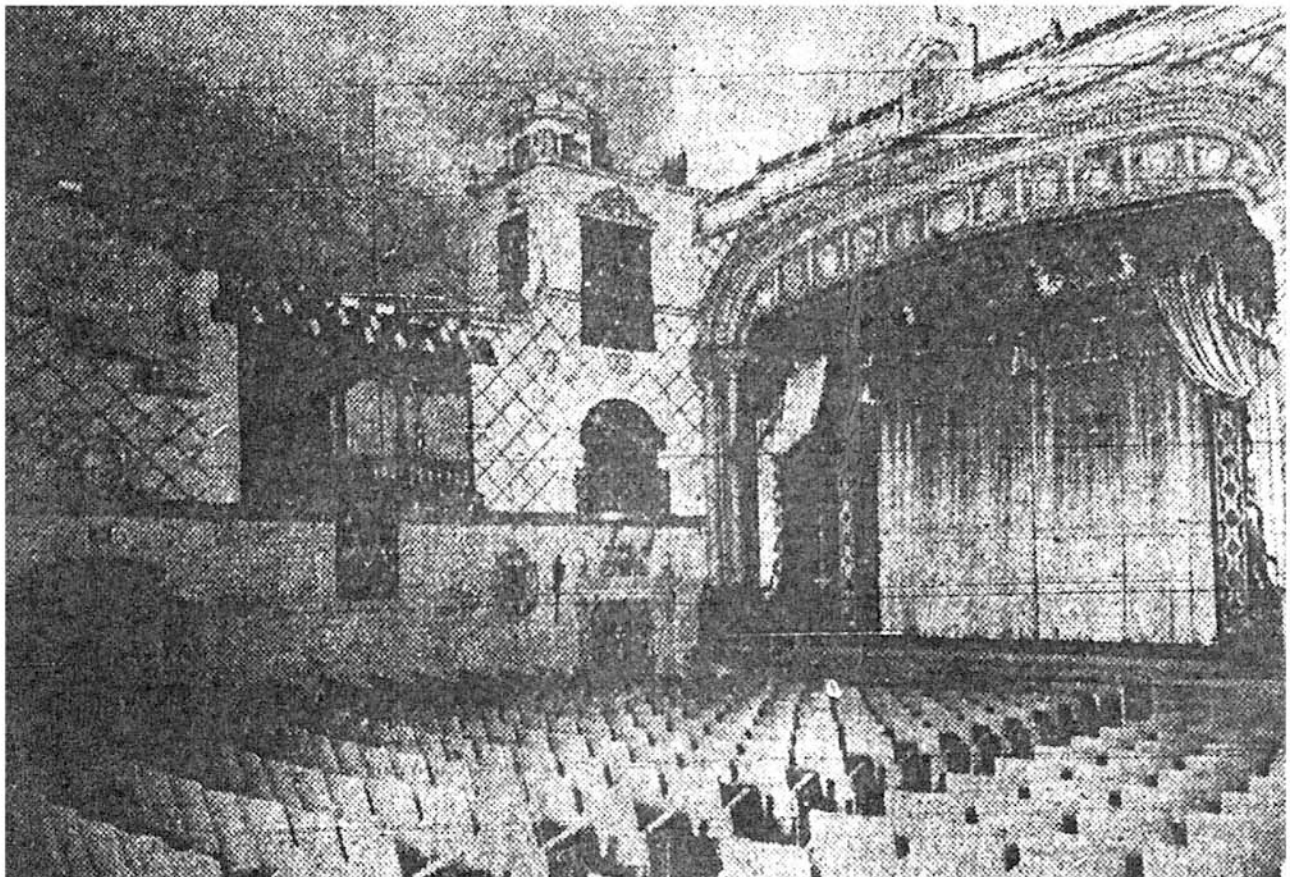
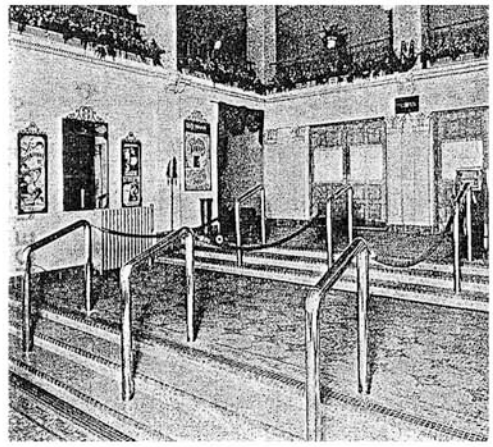
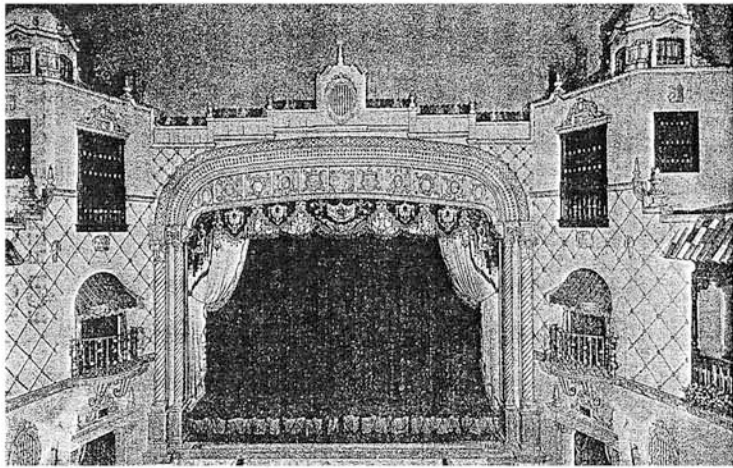
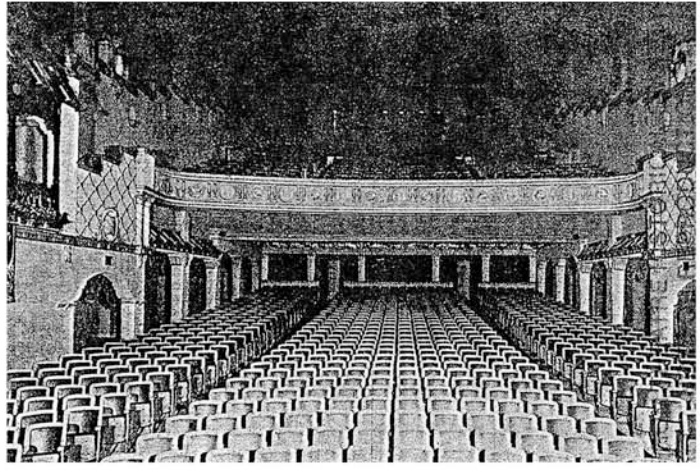
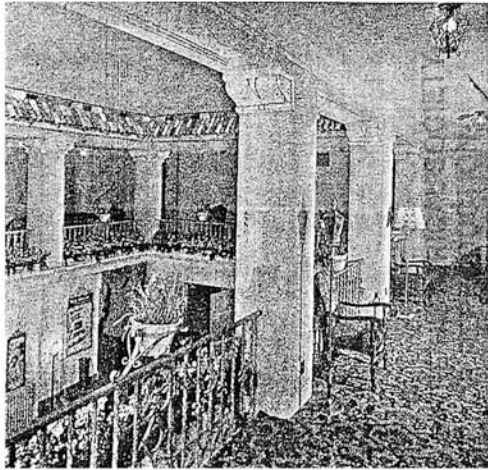
- Board Member, Lucas Theatre, Savannah, GA

Board members were very pleased to have had the opportunity to participate in the workshop. Your approach was both collegial and professional and encouraged cooperation from a disparate and independent group. I believe that as a result of the retreat, our Board is in a much stronger position to make decisions in the coming months and years.

- Don Moffat, President, Toronto Arts Council, 2003

Ritz Theatre 10/04







The following is a creative brief I normally give my clients before starting a major project. I thought it appropriate that I fill it out personally to clarify my own motivations for PATCH and the Ritz Theatre restoration.

Background/Overview

What's the big picture? Why did you decide to start this project?

The very first reason is purely from the heart – to revive an amazing building, The Ritz was one of the most aesthetically beautiful structures in Corpus Christi. It's heartbreaking to see it sitting there, unused and forlorn. I definitely want to restore the building to its original grandeur. However, I believe there is a much bigger purpose. There is a surge of excitement and expectation starting to spread amongst the young, professional generation in Corpus Christi. There is a huge need to keep this demographic within the city limits, working and building our economy. This demographic are the ones that will be funding our City's future. People WANT to stay in Corpus Christi, but they are being wooed by stronger, quicker, just as needy, bigger cities with more options. It's all about options. How can we keep businesses, tourists, locals and interesting things downtown? Give the people options. This young professional population is begging to be stimulated and to be given a reason to stay here. Corpus is starting to answer. American Bank Center. Whataburger Field. Velocity Games. FYI – lifestyle.arts.entertainment publication. Hammerheads Arena Football. The Bayfront Master Pland and McGee Beach improvements. All of this progress downtown has stimulated the young, professional community and college demographic. They want more. The timing couldn't be better. The need couldn't be greater. In the three years that I have been a Corpus Christian, I have seen several businesses start and fail downtown due to lack of a major support system. I have watched six close friends, talented and intelligent, who could make a difference, leave Corpus Christi for better or different options. The Ritz Theatre and its restoration and development provide so much to the city. By reviving the Ritz, we gain a new, dynamic venue to stimulate the economy, inspire and support the creative class and provide an anchor business downtown. It sounds cheesy, but the Ritz will be an icon for hope and change and rebirth. It's something everyone can be a part of and say "I helped make that happen". Whataburger Field and American Bank Center have realized amazing success to date. Traffic naturally flows through downtown on Chaparral Street. The Ritz Theatre couldn't be in a more perfect location to ride on the wave of success from the two new venues and direct the flow into downtown. Like I said, the timing couldn't be better, the location couldn't be better, the possibilities couldn't be greater and the need is overwhelming. It just HAS to happen.

What are you selling?

Entertainment. An "experience". The Ritz Theatre is an attraction in itself. It provides an amazing backdrop for any event, public or private. We are selling the idea of walking back in time. The atmosphere is amazing and can enrich any event. We are selling Corpus Christi.



What is the current perception of the product?

Word on the street is that it's getting torn down. Most people shake their head and say what a shame that it's sitting there, falling apart. A good number of people have some kind of fond memory of an old show or play. People are coming out of the woodwork wanting to help. Anyone involved with the performing arts groups say there is a dire need for "options" in Corpus Christi. It's just one more deserted building in a sad downtown.

How is your product/service different from your competition?

There is no other performing arts or music venue that can offer the same atmosphere that is available with the Ritz. It is an attraction in itself. At 1200 seats, it's one of two "medium sized" venues. Selena Auditorium holds a little more than 2,500 people. ABC has a capacity of 10,000 for concerts and for sporting events 8,000. Concrete St. is 8,000 give or take a bit and the small stage is around 2,500. Harbor Playhouse seats 454. The new TAMUCC Performing Arts Center is the only other medium sized venue at 1500, but is marketed as a predominantly classical music hall, utilizing "theatre in the round".

Objective/Purpose

What's the single most important message or purpose you want to convey?

Downtown is worth visiting. Corpus Christi is moving forward and making it happen. Come along and be a part of it. There is always something new and exciting and inspiring going on.

What are the secondary goals of the project?

To provide an amazing venue and support system for all creative arts, whether it be music, film or performing art, which stimulates downtown and brings more creative, motivated people into the heart of the city.

What are the long-term goals of the project?

These creative, motivated people will build interesting businesses and stimulate visitors to downtown, which in turn will attract more dollars to Corpus Christi and existing downtown businesses. (You don't have to be in the arts to be creative).

What is the VALUE to the end user/consumer?

The Ritz will be a venue where they can be entertained, as well as learn about history and the arts. It's a venue that a visitor can personally use for a wedding or other type of private event. So, with every entertainment event, the Ritz is marketing itself as a possible private rental for that visitor.

What is the tone or attitude of the project?

Above all, this project has to be a support system to the existing arts community. I want to



work directly with all other venues to insure a good relationship between the groups and keep the lines of communication open. I want anyone and everyone to feel that the Ritz is an option for them, whether it be as a partner in a festival, partner in advertising, or for actual use. "ACTION" and "Planning" will be constant key words as well as "High Standards". This theatre was once the most gorgeous, state-of-the art facility in Corpus Christi and I want the technical, as well as visual aspects to meet standards of today. Also, the expertise and pay scale for employees must meet or exceed the average in theatre/venue management.

Who is the Target Audience (age, sex, demographics, psychographics, what do they care about?)

Anyone and everyone. The Ritz cannot afford to have a niche. This venue will survive by its diversity and ever-changing programming.

What is the desired effect this project will have on the consumer?

The Ritz is one of the most interesting buildings downtown. The restoration will bring interest in downtown and restore the faith that things are finally happening. Restoring the Ritz will inspire businesses and entrepreneurs to build their businesses downtown.

What do you want them to think/feel/do?

More visitors downtown means more money spent downtown. The Ritz will give out-of-towners another exciting reason to come here and stay longer. In one weekend a patron could see several different types of events at the Ritz alone, so we want to keep them coming back for more. Hopefully the Ritz will give faith to young, professionals and college graduates that progress is being made and that it's worth setting roots in Corpus Christi.

How will the overall success of the product be measured?

At first, by donations and monies raised. Once it's restored, by ticket sales and new businesses that develop downtown.

Next Steps

What is the current status of the project and what needs to happen next?

Currently, a business plan is being developed for PATCH, a non-profit group organizing to restore the Ritz Theatre. A Board of Directors for PATCH must be formed. Phase 1 is a planning process. Janis Barlow and Associates could be hired to provide a complete plan. The investment for this plan would be approximately \$60,000 (1% of projected restoration cost). A commitment letter from the owner of the building must be signed. The commitment letter will basically state that the owner will donate or sell the building to the non-profit organization once basic operating funds are secured.



PATCH, Inc.

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Corpus Christi, TX 78401
Tel. 361-887-5054
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Founder: Monica McLeod Sawyer
Historic Theatre Advisor: Dr. Clifford Edge

PATCH Mission:

The purpose of PATCH is to develop, foster and promote the arts as valuable experiences, central to the lives of the community. Towards this goal, PATCH will undertake the following activities:

- Restore and develop the Ritz Theatre into a state-of-the-art, multi-purpose arts and entertainment venue.
- Initiate programs in art, music, dance and theatre to serve the citizens of Corpus Christi and South Texas.
- Create jobs with a positive environment and promote a higher worth for fields in the arts.
- Conduct ongoing planning and assistance for the growth of the arts and arts venues in the community.
- Facilitate a cohesive entertainment district by promoting the communication and relationships between new and existing downtown venues.
- Increase interest and traffic to downtown and enhance pedestrian use.
- Connect downtown to the SEA district (Sports, Entertainment and Arts district near the Port of Corpus Christi) by creating a pedestrian friendly passage.
- Work closely with the school districts, colleges and universities and other educational institutions on the development of educational arts programs.
- Promote cultural diversity and preserve the heritage of South Texas.
- Develop an awareness in the community of the value of the arts in Corpus Christi.

PATCH – Positive Action Towards Cultural Heritage

Change. It has the power to uplift, to heal, to stimulate, surprise, open new doors, bring fresh experience and create excitement in life. Certainly it is worth the risk. —Leo Buscaglia

For over 20 years, various small groups have made efforts to restore the Ritz Theatre. One fine October day, two ladies were playing Frisbee golf and hatched the idea of PATCH. The idea was not a complicated one: restore the Ritz and execute a plan for success. But this plan was different. Success wasn't limited to the business of theatre. Success would be achieved by rebuilding a section of downtown, facilitating a cohesive entertainment district and connecting new developments to the old. A daunting task so some, but to the founders of PATCH, there is no alternative to success.

PATCH has many different levels. The umbrella idea is: Positive Action Towards Cultural Heritage.

The key word is action. 20 years ago the Ritz still stood in disrepair. What has changed in 20 years? Hopefully, the community has realized by experience that change does not happen without individual commitment and action. For a city to truly be great, it must have a thriving downtown. You never hear anyone say, "we just got back from this wonderful vacation to the strip mall capital of the world." A downtown is the "heart" of a city and can sometimes make or break an economy. Studies prove that healthy downtowns have a direct impact on surges in job growth throughout the metropolitan area. Corpus Christi needs help. PATCH, along with many good action-oriented groups, will push for change and make it happen. It's already happening next door in the SEA district and PATCH wants to facilitate that growth. The Ritz Theatre's restoration and the reemergence of a cultural hub will serve an important turning point for the immediate downtown area and stimulate others into action. The development of dynamic programming and educational services will invigorate the community and inspire more and more people to frequent downtown, giving prospective business owners incentives to relocate or create new businesses in the area. PATCH will also facilitate the communication between existing arts and entertainment programs and venues. Corpus Christi does not have the luxury of a wealthy infrastructure of resources. Small groups are scattered about the city trying to make a difference and if we work together, we can

achieve larger goals. PATCH will organize partnered marketing plans between venues to stimulate and attract visitors from out of town and out of state. PATCH will partner with existing arts groups to promote festivals and events to expand the draw and demographics. PATCH will keep "action" as a key word in every project.

PATCH - Performing Arts Theatre Creates Harmony

The stage is not merely the meeting place of all the arts, but is also the return of art to life. --Oscar Wilde

PATCH's largest undertaking will be restoring the Ritz Theatre, built in 1929. We have a responsibility to restore this house of creativity. We need to respect the history and the courage of those before us who found the passion and drive to create this theatre in the first place. Corpus Christi is desperate for an indoor, medium sized venue. Many local groups are desperate for a new home. PATCH will restore the Ritz Theatre, retaining the original style of Spanish Renaissance and develop the theatre into a state-of-the-art entertainment venue. The demands of today's entertainment industry are great. The Ritz will be a major player in attracting high-profile entertainers because of the updated facility and what it can provide to a possible entertainer. Recording and broadcasting capabilities will be installed to allow for recording live performances and broadcasting events sponsored by local radio stations. The stage will be created to accommodate the specific demands of top-level ballet and performance professionals. Movie, sound and lighting equipment will match those of the best venues. A kitchen is planned to expand the use of the Ritz for catering community events and conferences. The main theatre floor will be reconfigured for multi purpose use - removable seating for general admission music shows to tables and chairs for dinner theatre. The lobby will be restored to it's original two-story design and updated to be a coffee shop/lounge area and ticket master outlet, open during the day, further expanding the use of the space. The Ritz Theatre will be a major draw for local, national and international artists looking to perform in a new venue with amazing atmosphere. The year-round programming being developed by PATCH, in partnership with the various groups in Corpus Christi, is very exciting and will be a vital part of the success of the Ritz Theatre.

Upon completion of the restoration, the Ritz Theatre will be operated as a performance and presentation facility with a variety of events including:

- **Professional Performance** – Vocal, instrumental and/or dance artists will enjoy performing in a facility with outstanding acoustics, stage, facilities and seating
- **Broadcast Performance** – Original music performances broadcast to the public through an "Austin City Limits" type show.
- **Cinema** – The Ritz will show classic cinema and art film presented in the "movie palace" style. Vintage films, silent film festivals, current foreign, art films and documentaries will also be exhibited.
- **Cultural Productions** – Performances will include those of local groups such as ballet, choir, community theatre, dance, concerts and plays.
- **Conventions, Meetings and Lectures** – Corporations, churches and civic groups will be able to use the theatre. Lectures and other such events will be held including motivational, instructional or career training seminars. Hi-tech communication interfacing capabilities with other facilities throughout the country are planned.
- **Private Events** – The Ritz will be available to rent for private parties, benefits and other.

PATCH - Pedestrian Activity Through City's Heart

The world is a dangerous place, not because of those who do evil, but because of those who look on and do nothing. —Albert Einstein

It is painfully obvious that Corpus Christi downtown needs help. Slowly but surely, the general community is starting to realize that action needs to be taken. Two major new developments have been created adjacent to downtown, across the highway in the port area, now being called the SEA District (Sports, Entertainment and Arts). These venues are The American Bank Center Arena and Whataburger Field, home of the Corpus Christi Hooks, double A affiliate of the Houston Astros. Unfortunately, Corpus Christi finds itself in a dilemma on how to handle the traffic and flow that will come from these large capacity entertainment venues. It just so happens that the Ritz Theatre sits right smack in the middle of this new SEA district and downtown. PATCH will spearhead the creation of a pedestrian walkway and "connection" to downtown. This is a very serious duty, as it is vital to the health of downtown.



Visitors, conference goers, business people and residents alike need a safe, inviting way to stroll from their hotel to the exciting new venues and events held inside. This pedestrian area will connect the new venues to downtown, which in turn will boost downtown business and hotel sales. Creating this "connection" will encourage people to stay downtown for longer periods of time, allowing them to eat, shop and then be entertained, without having to worry about driving. Naturally, the path in front of the Ritz will improve because of the restoration of the building, but PATCH wants to take the idea of pedestrian enjoyment further and work with the SEA district venues to create a pleasant path, and possibly a foot bridge along length of Chaparral Street, enhancing a visitor's experience in every way possible.

PROGRAMMING

The Ritz Theatre will be available year round for entertainment, cultural, and educational events and tours. The facility may be used by individuals, businesses, organizations, community groups, or PATCH to stage such events.

Services provided by the Ritz Theatre are targeted to three specific areas:

- Rentals – including local arts groups, professional promoters, businesses, organizations and individuals
- Presentation – including professional touring shows and classic and art film and original broadcast performances
- Travel and Tourism – including the "movie palace experience" and partnering with existing attractions and special events.

Rentals

Public venues are at a premium in Corpus Christi. Finding spaces to rehearse, perform, and gather is a never ending challenge for local organizations and businesses. Several organizations in the community have expressed a desire to use the Ritz for all or part of their performances. They will pay market-sensitive rental rates. The Ritz could be used for class reunions, weddings, and private parties. The theatre is also an appropriate space for large meetings and conventions. The Ritz will be available on a rental basis to businesses, organizations, and individuals for that purpose.

Presenting

Development of series and cinematic programming will be part of the fare the Ritz Theatre will bring to the community and the region. The Ritz management would schedule, book, and promote a series over the course of a year and feature a wide variety of entertainment including:

- Celebrity concerts
- Plays and musicals
- Comedians
- Broadcast music series

Tickets for the events would be sold as a season pass to the entire series or to individual performances within the series. Patrons purchasing a ticket to the entire series would receive a discount price for the package and be given first opportunity to select seats. Tickets to individual performances would be offered to the general public at the regular price. Ticket prices will be determined by production and presentation costs of each event.

As one of the great movie palaces, the Ritz Theatre will offer classic and art film. The theatre will also present highly acclaimed first or second run films that would not otherwise be shown in Corpus Christi. Seeing a film at the Ritz will be much like it was in the 1940's and 1950's. The "movie palace experience" will be the attraction that sets the Ritz Theatre apart from other film presentations in the region. Patrons will find a performance that includes:

- News reels
- Cartoons
- Serials
- Historic trailers
- Volunteer ticket takers, ushers, and concessions workers, educated in the history of the Ritz
- Period music played before and after the performance



In the case of a film series, experts would be used for brief introductions before the picture. Special performances would be geared for different age groups including matinees for senior citizens and children. Currently, there is no theatre in the Corpus Christi metro area or the Coastal Bend that presents this type of programming on a frequent basis. The Ritz would create a new entertainment opportunity in a historic and unique venue for patrons of all ages.

Travel and Tourism

The Ritz Theatre will add a strong tourist attraction for the area. Corpus Christi already boasts three exciting tourist venues, Whataburger Field, the American Bank Center, and the beach. The city of Corpus Christi also hosts the international competition for Windsurfing and Kite boarding, the Velocity Games. As a result of these attractions and other events, Corpus Christi welcomes 5 million visitors each year. Activities at the Ritz will complement these powerful draws as well as bring new visitors to Corpus Christi.

As an attraction, the Ritz Theatre provides;

- **A unique venue for entertainment and education.**

The Ritz is one of a handful of surviving movie palaces in the state and one of the few undergoing historic restoration. The architecture and design of the theatre, as well as the type of programming offered, will provide visitors an experience that is unlike anything else in Corpus Christi.

- **An evening anchor attraction to help encourage overnight stays.**

While Corpus Christi attracts a large number of visitors each year, the majority are daytime visitors. A survey of four travelers indicated that evening activities are important, with preferred activities including theatre and musical performances. Ritz Theatre programming and promotion during the summer will target travelers, and enhance overnight stays, thus increasing transient guest tax revenues for the community.

- **Daytime activities geared toward visitors including public and private tours of the historic facility.**

These tours will be led by trained volunteers and include an overview of the architecture and restoration, the history of the movie palace in America, and Corpus Christi's Ritz Theatre in particular, and a short film presentation. Visitors will be charged a small admission price.

- **A location for larger meetings and conventions.**

There is a trend in corporations towards employee satisfaction and infusing creativity into the work environment. The Ritz Theatre will market its dynamic meeting capabilities to this young, progressive demographic. Creative, inspiring meetings are the dream of a conference planner and the Ritz Theatre will provide a unique niche for groups now meeting elsewhere looking for "character". By making the theatre available to local and regional corporations, associations, churches, and civic groups on a rental basis, the Ritz will target a whole new market of visitors to the facility.

Services provided

Individuals and groups wishing to use the Ritz may have access to the facility for rehearsals as well as the performance in accordance with the scheduled event. If needed, services and equipment provided in conjunction with the use of the theatre include:

- Full services of the professional staff, including the Executive Director and Technical Director;
- Full services of volunteers including ticket takers and ushers;
- Normal cleaning
- Use of all stage systems, equipment, and furniture normally maintained in the facility;
- Access to all spaces needed for the event; and
- Operation of a food and drink concession.



Services that would need to be supplied by the user include:

- Stage lighting design
- Set design and construction
- Stage crew labor
- Equipment not available at the theatre
- Printing of programs
- The Ritz Theatre will provide, upon request, a preferred list of vendors who offer special services or discounts.

For an extra charge to the user, the Ritz Theatre will provide:

- A stage crew
- Security personnel
- Merchandise sales services
- Piano tuning
- Additional equipment and/or furniture

Television or radio broadcasting of an event or recording of an event may require additional rental fees. If abnormal cleaning costs are incurred by the theatre, they will be billed to the responsible user. Any licenses, permit, and taxes relating to the performance or event shall be the responsibility of the user.

For an extra fee, the Ritz Theatre will provide ticketing services for individuals, organizations, and community groups. These services include printing of tickets and accepting credit cards. The corporation will accommodate season ticket sales, advance ticket sales, ticket discounts, senior citizen and student ticket sales, group ticket sales, complimentary tickets, and reserve tickets. The corporation will provide security for funds received from ticket sales and will provide an accounting and settlement check to users normally the next business day after the performance or event.

The Ritz Theatre will provide some types of public event promotion services free of charge. These services include provision of ticket lobby bulletin board space as available and advertising on the marquee and street display case. At any given time there will be space on the marquee and display cases for the next three events. The Ritz Theatre will also publicize scheduled public events through press releases, newsletters, calendars, the theatre's playbill, displays in the theatre, and other means. Other types of promotional services will be provided for a fee. Individuals, organizations, and community groups may hire the Marketing Director to conduct advertising campaigns and may purchase the Ritz's mailing list for a fee.

Users of the Ritz Theatre will be required to provide liability and property damage, combined single liability insurance. Evidence of such insurance will be in the form of a Certificate of Insurance which lists the Ritz Theatre as additional insured at levels set by the Board of Directors. Users shall be responsible for payment of worker's compensation insurance for its employees.

MARKET DESCRIPTION

Market area for the Ritz Theatre can be divided into two areas: programming with a local emphasis and events with a regional appeal. The market area would expand depending on the type of event the Ritz offered. Programming with local emphasis would include events produced by area organizations and regular film presentation. The Ritz Theatre will be a unique and quality venue, making local programming more attractive to patrons outside of the county.

Events with regional appeal would extend the market area beyond the boundary established for programs with local emphasis. Special film presentations and events, professional entertainers, and positioning of the Ritz as a tourist attraction will draw visitors from across the state. The special broadcast performances would have a reach across the world and would be amazing exposure for Corpus Christi.



Through marketing and working with existing attractions and events in the community, The Ritz hopes to develop an audience with similar geographic reach on the state level. Corpus Christi hosts a large number of conventioners and visitors, a ready audience for events held at the Ritz Theatre.

MARKETING

The Ritz Theatre maintains an advantage in positioning itself in the local and regional market. As "One of the last great Texas Movie Palaces," the Ritz Theatre will position itself as a premier center for performance and cinema in the region. The Ritz Theatre will market itself in four different areas; music, arts, tourism, and event rentals. A different strategy is developed for each area.

Music and Arts Marketing Strategy

The Ritz Theatre will operate as a rental and presenting facility. This will provide a venue for local music and arts organizations, as well as present regional and professional artists in programming scheduled by the Ritz Theatre organization.

Strategy for Professional, Regional, and Film Marketing includes:

- Development of an annual performance series bringing in a variety of professional entertainment
- Creating an "artist in residence" program in conjunction with local schools that utilizes the expertise of visiting professionals
- Creating active children's programs aimed at preservation and arts education
- Working with other historic theatres in the block-booking of entertainment and cross promotion of programming
- Working closely with the Convention and Visitors Bureau to market Ritz events to motor coach tours and other visiting groups
- Working with established film festivals in the area to cross promote programming

Local Arts Organizations

Corpus Christi is cultivating a growing performing arts community providing a substantial calendar of local events. These groups continue to build audiences; however, many of these organizations need artistic homes, either to perform in or base their operations from.

The Local Arts Marketing Strategy includes:

- Working closely with the Corpus Christi Arts and Cultural Commission and other arts organizations to develop and facilitate use of the Ritz for events
- Providing a centralized location for arts organizations to locate operations
- Facilitating dialogue between currently isolated arts organizations and promoting cooperation in scheduling local events and cross promotion
- Providing a centralized location for distribution of tickets to events
- Supporting the individual marketing efforts of local organizations by promoting upcoming events in a quarterly calendar distributed through direct mail, local businesses, schools, and the library system
- Facilitating festivals featuring the wide variety of arts programming available at the local level
- Being active in local and regional arts organizations

Tourism Marketing Strategy

The Ritz Theatre understands that local arts groups will not be able to pay the true cost of operating the facility. This is why we are committed to development of the Movie Palace heritage and other Ritz specific attractions to create the earned revenue base for the Ritz.

The Marketing Strategy will include:

- Cross marketing with brochures and other print medium at Corpus Christi's current attractions to take advantage of the 5 million visitors the community receives on an annual basis
- Working closely with the Convention and Visitors Bureau to market the Ritz to large group meetings that require comfortable auditorium seating. Historic theatre settings make for very special meetings
- Supporting the development of the new Corpus Christi Film Society, a group of movie aficionados in the region



- Working with ethnic groups to develop unique programming celebrating Hispanic, African- American, and other heritages
- Partnering with TAMU-CC and Del Mar colleges to develop film studies curricula
- Soliciting group tours and conventions for the "movie palace experience"
- Being active in state and regional tourism organizations

Rental Marketing Strategy

The Ritz presence lends itself to possibilities outside the arts, including private parties, reunions, anniversaries, business meetings, weddings, quinceaneras, etc.

Marketing Strategies For Rentals will include:

- Working with Corpus Christi high school alumni associations to schedule class reunion events
- Working closely with the Chamber of Commerce to communicate what the Ritz can offer chamber members
- Seasonal promotion of the Ritz for meetings and parties to area businesses and organizations through direct mail

The Ritz Theatre will market itself informally each day through one-on-one references, tours, and even the messages on the marquee. The theatre operation will need to draw on all available resources, including regional media advertising, newsletters, and targeted contacts with organizations to insure that everything the Ritz has to offer is clearly understood.

MARKETING IDEAS

- PATCH/Ritz membership – different levels (see donor section)
- Seat Sale - \$1000 each x 1200 = \$1,200,000
- Lower Level Table @ \$1000 each
- Marquee Light Sale = \$10 each x 50,000 lights = \$500,000
- Courtyard Campaign - Brick/Paver Sale
- A three-line brick is \$150
- 8"x12" granite paver is \$600.
- Direct Mail for Seat Sale and request for donors
- Advertising – Caller Times, FYI, Business Journal, Visitors Guide, Texas Monthly, Continental and American Airlines onboard magazines, etc.
- Billboards
- Television
- PATCH cam: man on the street interviews – show before films and use for commercials.
- Monthly event direct mail
- Web Site
- Banner Ads on other web sites: TV Stations, Radio Shows, CCDaily, FYI, CCCVB, CCREDC, Chamber of Commerce
- Radio Spots – all stations
- Radio Ritz live broadcast concerts: Live at the Ritz, Radio Station sponsors, sell "Best Of" cd or compilations, Limited Run to create "special demand".
- Calendar Listings: Caller Times, FYI, CCDaily, CVB, etc.
- Omni/Ritz combo deals: Vacation packages, pair with "jam packed" weekend, exclusive 3-day deal.
- Multi-day entertainment packages – benefit of "destination location"
- Party Deals – advertise catering, decorating, partner with bakeries, etc.
- Host Awards shows
- Children's comedy show – sponsored by Driscoll
- Point of Sale displays in mall, Omni, Hotels, airport, etc. – small doll house size replica of the Ritz that hold brochures
- Weddings: Get listed as a venue on www.theknot.com and listed with other wedding resource sites and magazines.
- Partner Ads and programs: Whataburger Field, American Bank Center, Omni, Republic of Texas, City of CC, CVB, etc.
- Advertise in mags like Travel and Leisure: Partner ads with City of CC



- “Downtown Ad” in Caller times – listing of all participating businesses and attractions
- Artesian Park Farmers Market and free movie day

Festival Participation – Local

- Jazz Fest
- Festival of the Arts
- Buc Days
- Bay Fest

Festival Participation – National (booths on location or feature the Ritz Theatre as a “tour stop”)

- Austin City Limits
- Kinfolk Tour (bluegrass)
- Etc

Festival Participation – Ritz Specific

- Texas Music Showdown – Battle of the Bands, audience votes, winner gets purse, sponsors: KEDT and radio stations
- Movie Festival

Donor Options/Levels

Contributor	Under \$100
Friend	\$100 – 499
Donor	\$500 – \$999
Sponsor	\$1,000 – \$2,499
Patron	\$2,500 – \$4,999
Pacesetter	\$5,000 – \$7,499
Sustainer	\$7,500 – \$9,999
Guarantor	\$10,000 – \$19,999
Benefactor	\$20,000 – \$29,999
Silver Premier Sponsor	\$30,000 – 49,999
Gold Premier Sponsor	\$50,000 – \$99,999
Platinum Premier Sponsor	\$100,000 – \$499,999
Founders Society	\$500,000 – \$999,999
Millionaires Club	\$1,000,000 and up

Legacy Club

“the SoandSo Ritz Theatre” – first come first served for the naming rights, all others will be part of the “Legacy Club” \$5,000,000 and up

- Contributions over \$10,000 are payable over 5 years
- Privileges are extended upon receipt of a signed pledge and the first payment of at least 20% of that pledge.
- Donor credit is extended for irrevocable planned gifts through the Ritz Theatre based on the gift’s present value
- Donations may accrue from one category to another. Credit for past giving is subject to time limitations of 10 to 20 years depending upon category
- New inscriptions are determined by the contributor’s highest gift level

