



# STATE THEATRE FOR THE ARTS

## Annual Report 2017

**It is the mission of the State Theatre for the Arts to develop the historic State Theatre as a vibrant community center for innovative cultural arts programming and popular events that foster the cultural enrichment and economic sustainability of historic downtown Red Bluff.**

Dear friend of the State Theatre,

It is my pleasure to share with you that because of the amazing support of the entire community, the State Theatre for the Arts has during calendar year 2017 continued to make significant progress in fulfilling its mission, as stated above. This report is prepared primarily in order to update those in the community who have placed their trust in STFTA by contributing financial and other support toward the purchase, restoration and operation of the historic State Theatre as a resource for the entire community today and for future generations. It is our belief that after reviewing this document, those of you who have provided financial support in the past will choose to continue your support of the historic State Theatre.

While this annual report contains requisite statistical information, its intended purpose is to provide the reader with a basic overview of successes achieved through our capital campaign to purchase and restore this grand old community treasure, and to give you a view of our efforts to broaden and increase utilization of this wonderful performing arts venue by all segments of the community.

Additional information is available through the State Theatre website at [www.statetheatreredbluff.com](http://www.statetheatreredbluff.com), or by calling the State Theatre at (530) 529-2787.

SEE YOU AT THE STATE!

Bill Cornelius, President  
State Theatre for the Arts

The State Theatre for the Arts has occupied the State Theatre for sixteen years, the first ten years as a tenant of the theatre under private ownership. In early 2010, a decision was made to cease the landlord/tenant relationship and devote that year to making an informed decision regarding the potential for purchasing the theatre. After several months of study, a strategic planning session was held with community stakeholders. It was decided that, among other things, it was necessary to 1) thoroughly investigate the condition and market value of the State Theatre site's building, equipment, and mechanical systems, 2) investigate cultural arts and economic revitalization programming options, 3) determine needed facility and equipment improvements to accommodate new programming efforts, 4) develop a sustainable business plan, and 5) investigate the feasibility of a comprehensive capital campaign to attract the funding necessary to underwrite the cost of organization developments and community initiatives.

Upon completion of the above-referenced due diligence and strategic planning activities, a decision was made in December, 2010, by the STFTA Board of Directors to undertake a multi-year comprehensive capital campaign. The purpose of the campaign was to provide for the purchase and eventual restoration or upgrading of the State Theatre facility for new and expanded programming, and for the eventual establishment of an endowment fund appropriate to the long-term needs of the State Theatre for the Arts and the community it hopes to enrich and serve.

In early March, 2011, an agreement was reached wherein the State Theatre for the Arts would purchase the State Theatre for \$440,000. Financing was secured on a two-year interest-only basis through the Rural Community Assistance Corporation, and escrow was closed on the purchase of the State Theatre on October 16, 2011. With the amazing support from the north state community, we were able to pay off our note and burn our mortgage at a State Theatre celebration held in May of 2013.

## **Governance**

In order to satisfy the many facets of purchasing and operating a 70-year-old historic theatre, it is important to have ambitious, capable people with a whole lot of time to participate. This community is indeed fortunate to have such people! At the present time the State Theatre for the Arts operates the State Theatre largely as a volunteer organization. Following is a list of your friends and neighbors who served on the 2017 Board of Directors, and who along with many other volunteers completed over 4,000 hours serving the State Theatre in various capacities during calendar year 2017.

Bill Cornelius, President  
Joe Vine, Vice President,  
Karen Roy Crockett, Secretary  
Joan Allen, Treasurer  
Bob Douglas, Past President, Governance  
Wes Combes, Vice President, Audit and Finance  
Christy Forward, Marketing Chair  
Kevin Borrer, Restoration Chair  
Austin Harter, Facilities Committee

Kelsey King, Programming Committee  
Brandon Minch, Facilities Chair  
Jean Moran, Grant Committee Chair  
Andre Schuetz, Program Committee Chair  
Carmel Growney, Resource Development  
Velma Trujillo, Volunteer Coordinator  
Nancy Weber, Membership Chair  
Amanda Wigno Harter, Social Media Chair

## State Theatre Donor Recognition Program

Upon initiating our capital campaign to purchase and restore the historic State Theatre, we established a naming rights program whereby major donors were awarded naming rights for outstanding theatre features. Because all naming rights features were acquired almost immediately, a donor wall was installed at the theatre to recognize individuals, families, businesses and organizations that have contributed a minimum gift of \$1,000.00 to over \$25,000.00. At the present time 175 individuals, families, businesses and other entities qualify for donor board recognition.

### Encore (\$1,000 to \$4,999)

Jessie Woods	The Honorable Dennis and Maggie Murray
Jerry Germann	Ron and Susan Clark
Berenice Forward	Linda Durrer
Tehama County Realtors Association	US Bancorp
David Biggs	Bill Galbraith
Michael and Hillary Vasey	Pam Pitts
Charles and Eleanor Richardson	Bill and Sis Davidson
Jill Etzler	Vern McHaney
AmericanWest Bancorp	The Honorable Richard and Lana Scheuler
Tehama County Arts Council	The Honorable Todd and Jamie Bottke
Robert and Judith Isola	Garry and Christine Fish
Marjorie Dale	Sandra Clarkson
George and Sharon Russell	Tom And Rosemary Amundson
Ev McDonough	Gregg Avilla
Foothill Redi-Mix	Joann Davis
Ray and Annie Bianchi	Ron and Geri Etzler
John and Barbara Luzzadder	Jim Edwards
Linda Bullock	Forrest and Sherri Flynn
Joan Allen	Randy and Lisa Hansen
Don and Millicent Waits	Phyllis Merchant
Christy Forward	Brad and Amy Mattingly
Red Bluff Sears Store	Ron and Dorothy Michaelis
Travis and Kelley Dolling	Manny and Linda Oropeza
Sharon Kessey	Sam and Barbara Mudd
Ken and Lucinda Brown	Babs Robinson
Jennifer Skinner	RBHS Class of 1963
Una Jordan	Ryan and Cindy Sale
Lassen Medical Group	Bobbi and Daryl Smith
Eugene Serr	Tom and Becky Tranbarger
Mark and Rosalie Columbo	Dennis and Denise Daugherty
Penny Costa	Bengard Ranch
Deborah Niskala	Holly Burns
Bob and Karen Roy Crockett	Rainbow Painting
Robert Stoufer	Medical Home Care Professionals
Tod and Laura Dolling	Mardith Schuetz-Miller
Cheryl Forbes	Kathy Schmitz Sarmiento
Tehama Family Fitness	Tom and Bobbi Epperson
Janet Smith	Galls Graphics
Rolland and Judi Papendick	Andrew and Melissa Englebrecht

Molino Star #83  
Darrel and Patty Plemons  
Patricia Scott  
Dan and Kristy Steadman  
Bob and Kim Tipton  
Claire Heffernan  
F. C. Bickert  
Ken Hill  
Rob and Margie McGrew  
Mel Oldham  
RBHS Class of 1955  
RBHS Class of 1951  
RbzhS Class of 1965  
Gary Peterson  
Riverside Landscape  
Mojave Electric  
Lisa Gentry  
K. Reed Roofing  
Deborah Miller  
Norman and Kay Overbay  
Jeff and Shelly Plum  
Tim and Dottie Renstrom  
James and Kathy Brandt  
Larry and Susie Champion  
George and Patricia Lindner  
Robert and Cheryl Ramirez  
Red Bluff Volunteer Fire Dept.  
Charles Richardson  
Vesper Masonic Lodge  
Lee McCloud

**Curtain Call (\$5,000-\$9,999)**

Kelly Forward  
Jane Flynn  
Kathy and David Spanfelner  
Bill Borrer  
Bob and Jackie Douglas  
Kevin and Linda Borrer  
Gus and Vikki Bettman  
Fred and Terese Ehrensvar  
Tehama County Department of Education  
John, Anne and Ellen Read  
Cornerstone Community Bank  
Banner Bank  
Don and Kim Hake  
Chris and Allie Louisell  
Dan and Tammie Davidson  
Mary B Schwab  
Tehama Concert Series

Judson Engineering  
Tullis Construction  
Dudley and Sons  
Ben Sale Trucking  
Transfer Flow  
Bear Creek Contractors  
Daniel and Nina Micke  
H. Thomas Monroe  
Tony's Hardwood Floors  
Ken Miller  
Ben and Bobi Hughes

**Bravo (\$10,000 to \$24,999)**

Gary and Leenie Napier  
Jean Moran  
Robert Minch Family  
Kiwanis Club of Red Bluff  
Moore and Pascarella Dental Group  
Tom Atwood  
Red Bluff Round-Up Association  
John Wheeler Logging  
Lou and Joann Bosetti  
Harry and Betty Dudley  
The Growney family  
The Prescott Ballroom  
AB 109 Cabinet Program  
Bill and Billie Cornelius  
Joe and Heather Vine  
Nancy Weber  
Harlan and Joan Warwick  
Chris and Beth Wray  
The Paint Smith  
Dick and Diane Kirchner

**Standing Ovation (\$25,000 and above)**

Rolling Hills Casino  
Dignity Health  
Bailey and Amy Peyton  
Ken and Dorothy Lindauer  
Richard and Ann Forward  
Rose Crain and family (Haleakala Ranch)  
P J Helicopters  
McConnell Fund of the Shasta Regional  
Community Foundation  
Rotary Club of Red Bluff  
Dudley Long Family  
Sierra Pacific Foundation  
Tom Hanks and Rita Wilson

Pat Jenkins  
Tehama Angus Ranch  
Marvin and Gail Locke  
Johnson Family Foundation  
Venita Philbrick

**It is the goal of the State Theatre for the Arts to fully restore this grand old theatre, and the support received in support of our efforts thus far has been simply amazing. Calendar year 2017 marked the fourth year in which we concentrated on restoring the theatre to its original state of grandeur. It is our sincere hope that those who have already contributed to our campaign will continue to see this project as a priority, one worthy of financial support. It is also our hope that others within the community who are capable of supporting this important project will provide additional funding during calendar year 2018. Additional information regarding the State Theatre restoration campaign can be obtained from any STFTA Board member, by accessing our website at [www.statetheatreredbluff.com](http://www.statetheatreredbluff.com), or by calling the theatre office at (530) 529-2787.**

### **Calendar Years 2013-16 Restoration improvements at the State Theatre**

Because we now own this grand old building, we believe businesses, individuals, and foundations will look much more favorably at funding requests for building improvements and restoration. Because of the amazing support of this community, we have been very well positioned to address and complete several safety, program and restoration projects in calendar years 2014, 2015 and 2016. These projects are as follows:

- In calendar year 2013 we applied for a grant from the McConnell Fund of the Shasta Regional Community Foundation to fully restore the State Theatre blade (the exterior vertical sign) and marquee. Though the stated maximum amount available through the grant was \$50,000, the Foundation was so impressed with the level of support demonstrated by the community that we were awarded the entire project cost of \$65,000. The new blade and marquee were completed in the spring of 2014, and they now shine brightly over downtown Red Bluff on a nightly basis. We thank the McConnell Fund of the Shasta Regional Community Foundation for their support of the State Theatre.**
- The State Theatre has a seating capacity of 730, slanting from bottom to top on a gradual incline. In order to ensure the safe passage of all who enter the theatre, we have installed safety railings to assist patrons as they navigate our stairs in the theatre balcony.**
- With the support of the Tehama County AB109 cabinet-making program, we were able to tear out our old makeshift concession area and replace it with a beautiful state-of-the-art concession area that will serve patrons for decades to come. We thank the Tehama County Board of Supervisors, the Tehama County Probation Department, and especially program director Mike Shaffer and his crew, for creating this magnificent addition to the State Theatre.**
- In support of our new concession stand, we were able to install new floor covering in our lobby area. We thank Dale's Carpet & Design for their role in providing this beautiful theatre addition.**

- In the spring of 2014, a decision was made to demolish and replace the pavement in the alley adjacent to the theatre and our green room (dressing room), and to construct a 1,000 square foot concrete patio area for use in outdoor celebrations. This beautiful and safety-minded addition is valued at \$40,000. All work and materials were donated by the following contractors and businesses: Dudley Underground Constuction, Ben's Trucking, Foothill Redi-Mix, Robert Douglas Construction, Tullis Construction, Red Bluff Fence, and Sierra Pacific Industries. We now have a beautiful, safe environment in our alley/patio area at no cost to STFTA.
- We have been able to tear out and replace our undersized and outdated State Theatre stage. This project, as with most at the State Theatre, was supported in large measure by financial and in-kind contributions from such businesses as the Sierra Pacific Foundation, Madera Framing, and Bear Creek Contractors. We thank these great businesses for their support.
- 2014 also marked the completion of a beautiful restoration of our interior marquee, allowing us to post notices of and advertise for upcoming events.
- In early 2015 we applied for and received a grant from the McConnell Fund of the Shasta Regional community Foundation for \$50,000 to replace our 60-year-old boiler heating system. We are pleased to report our new system is much more efficient to operate, and provides for a warm and cozy theatre throughout the winter months.
- With the 2015 completion of the new Haleakala Stage in our auditorium, we have installed a beautiful new stage curtain system that not only looks terrific, but enhances the overall effectiveness of our sound system in the State Theatre.
- With financial support from one of our valued supporters, we were able to upgrade and install new fixtures in the original 1946 vintage men's and women's restrooms.
- With the support of our valued supporters, we were able to replace the tile flooring in the lobby of the State Theatre.
- With the support of a major financial donor who requested to remain anonymous, we were able in 2016 to enhance our State Theatre sound system and our lighting system. With this addition we are able to utilize a secondary sound board system adjacent to the theatre stage, and are now in a position to host any and all concerts without having to augment our systems with expensive rental equipment. We were also able to update our outdated electrical system within the stage area, providing more cost effective and safe service. 2016 was a very productive year as relating to restoration and safety enhancements in the historic State Theatre.

#### Calendar year 2017 Restoration Projects:

##### **Seat Replacement Project:**

In October of 2016 at our annual Gala, the STFTA rolled out its seat replacement campaign. The 740 seats in the State Theatre were over 70 years old, and were in very poor condition. Replacing all 740 seats was our most ambitious restoration project to date, as in conjunction with the actual replacement of seats it was necessary to replace badly worn carpets, refinish our 70 year old

hardwood floors in the theatre's balcony, and repair and repaint badly scarred wall and ceiling murals.

The projected cost to replace all 740 seats was approximately \$275,000. It was hoped that the largest portion of the total cost would be covered by our seat sponsorship program. For \$500, individuals and other entities may sponsor a new seat. Each seat contains a name plate on which the seat sponsor may honor someone or something with an inscription. Our seat sponsorship program has proven to be a major success. In calendar year 2016 we received in excess of \$123,000, and in calendar year 2017 another \$144,000, for a total of \$267,000. The total essentially covers the entire cost of seats that were installed through out the theatre in August of 2017.

### **McConnell Fund of the Shasta Regional Community Foundation Projects**

With grant funds received from our friends at the McConnell Fund of the Shasta Regional Community Foundation we were able to complete several restoration projects while the auditorium was empty of seats.

#### **Ceiling Repair:**

With the seats out, FC Bickertt and The Paint Smith repaired and repainted ceiling and wall murals where gouges had been created by private ownership when creating a triplex cinema several decades ago.

#### **Carpet Installation:**

With seats removed, Dale's Carpet was able to replace all badly worn carpeting within the entire theatre and lobby.

#### **Hardwood Floor Restoration:**

With the seats removed, Tony's Flooring of Chico sanded and revarnished the entire balcony hardwood floor, something that had not been done since being installed in 1946.

#### **Auditorium and Lobby Paint Project:**

With the auditorium empty of seats and flooring materials, and with the support of community donations, the entire auditorium and lobby were repainted to match its condition as painted in 1946.

#### **Spot Light Acquisition:**

With the support of one of our appreciated supporters, we acquired and installed a state of the art spotlight system to support concert programming.

### **2017 Calendar of Events at the State Theatre**

Below is a list of events, sponsors and attendance numbers for those events held at the State Theatre during calendar year 2017.

<b>Date</b>	<b>Event</b>	<b>Promoter</b>	<b>Attendance</b>
January 7	The Beatles Tribute	STFTA	291



January 24	Roots and Boots	STFTA	686
February 2	Terri Clark	STFTA	349
February 4	Russian Folk Fest	TCS	300
February 18	Vagina Monologues	Girls, Inc.	207
February 25	Search For Talent	Exchange Club	189
February 28	8 Days Film	Dignity Health	150
March 13	The Four Freshmen	STFTA	146
March 18	Private Party		60
March 27	The Young Islanders	TCS	450
March 28/29	Writing Celebration	TCDE	1,400
April 4-8	Missoula Children's Theatre	TCAC	359
April 26	Hunting Ground	Rape Crisis	6
April 22	Everything Fitz	TCS	361
May 5	Rave On Buddy Holly	STFTA	278
May 14	You've Got Mail	STFTA	35
May 20	Alex Ramon	STFTA	317
May 25	Mercy High Graduation	Mercy	500
May 31	Tehama e Learning Academy	The Academy	400
June 1	David Archuleta	Private Promoter	164
June 2	TELA Adult Graduation	TCDE	300
June 16	Decades/ Main Street Band	STFTA	140
June 9/10	Greater Love	Selah Dance Academy	840
September 30	Whisperin' Bill Anderson	STFTA	252
October 3	Popovich Comedy Pet Show	Private Promoter	181
October 4	Acoustic Eidolon	TCS	300
October 15	Craig Morgan	STFTA	371
October 27	Lorrie Morgan	STFTA	415
November 4	Blazing Saddles	STFTA	78
November 10	Jason Coleman	TCS	144
November 11	Wild and Scenic Film Festival	Conservation District	164
November 18	Three Prodigies	Sacred Heart	210
November 19	Junior Spartans	RBUHS	600
November 25	Children's Christmas Movie	STFTA	404
December 9	Tanya Tucker	STFTA	641
December 10	North State Symphony	Tehama Concert Series	425

The State Theatre served as the preferred venue for thirty-six different events during calendar year 2016. These events were attended by a total of 12,096 patrons, for an average of 336 patrons per event. It should also be noted that eight events staged at the theatre in 2017 were targeted toward community children, in keeping with our pledge to sponsor children's programming whenever possible. In addition to the above events, the theatre hosted several class reunion events, along with the community-sponsored Beef and Brew and Art Walk, bringing thousands more into this important community venue.

### **Program Sponsors**

Calendar year 2017 marked the third year of our State Theatre Performance Series Sponsorship Program. Funds generated from this program are used to underwrite and guarantee quality programming at the State Theatre, as well as to support various State Theatre restoration and

maintenance projects. We are happy to report that our Performance Series sponsorship program continues to grow.

**We are very appreciative of our 2017-18 Performance Series Sponsors, and could not grow our State Theatre product without their support.**

**Silver Sponsors: Banner Bank, The Paint Smith, Ken Miller, Attorney at Law, Prescott Ballroom, Cornerstone Community Bank, Tedon Specialties.**

**Gold Sponsors: Wheeler Logging, Sierra Pacific Foundation.**

**Platinum Sponsors: Dignity Health, Rolling Hills Casino, Tehama Angus Ranch, Mill Creek Ranch, PJ Helicopters, KIXE Public Television and Haleakala Walnuts.**

### **State Theatre Membership Program**

While our capital campaign was designated for acquisition and restoration purposes, membership funds are necessary if we are to operate this majestic old theatre on a daily basis. We are proud to announce that our 2017 membership numbers approximately 200 members, with over \$22,000 being contributed to our membership program in support of theatre operations.

**It is our goal in 2018 to build our membership to 250, with a total contribution of \$25,000. We are continually looking for ways to reward our members. Additional information can be obtained by logging on to the State Theatre website at [www.statetheatreredbluff.com](http://www.statetheatreredbluff.com).**

### **Personnel**

While the State Theatre continues to function as a mostly volunteer organization, operating a theatre is nearly a full-time job. The State Theatre for the Arts is extremely fortunate to have Linda Bullock filling the critical role of House Manager at the State Theatre. Linda is a life-long member of this community and a long-time downtown businessperson with a wealth of knowledge about the community as well as about theatre operations. Linda is available most anytime to discuss State Theatre business. She can best be reached by calling the theatre office at 529-2787.

We are also very grateful for the services of State Theatre Concessions manager, Tom Sale; Technical Director Casey Hickock; Lighting Director Pete Bilton and official State Theatre Photographer, Karen Roy Crockett.

### **State Theatre Operations Budget for Calendar Year 2017**

Following is a very general financial accounting of profits and losses associated with operating and restoring the State Theatre during calendar year 2017. I am happy to report that calendar year 2017 was a very successful year as relating to funding programming, restoration and operations issues. Following is a very general summary of our Income and Expense Reports for 2017.

#### **Income:**

Our calendar year 2017 income projection for the entire operation was \$661,200. We are very pleased to announce that we exceeded said projection by approximately \$15,000 with a total income of \$676,669.

Programming and the day to day operations of the State Theatre are largely dependent on income received from such sources as box office receipts, membership program, concessions, and rental income. Our 2017 income projections for these categories totalled \$195,000, and our income

associated with these categories came in at approximately \$253,000, exceeding projections by \$58,000.

Our 2017 budget projected \$75,000 in Grant Income plus \$365,000 in Gifts Received (Sponsorships, Seat Campaign, General donations) for a total of \$440,000. Our actual income in these categories was \$402,000.

### **Expenses:**

The 2017 expense attached to operating the theatre, absent restoration costs, totalled approximately \$303,000, exceeding projected operating expenses of \$300,000 by \$3,000. Approximately \$356,000 was also expended on restoration issues in calendar year 2017, resulting in 2017 year-end reserve of approximately \$425,000.

### **Financial Health of the State Theatre**

To put it in to the simplest terms possible, the State Theatre is in a very good position from a fiscal standpoint. When the decision was made to purchase the theatre in 2011, STFTA had less than \$40,000 in our financial reserve account. In six short years STFTA has not only purchased and totally paid off the theatre building, but has also purchased and paid off the adjacent green room building as well.

STFTA has also made significant structural and restorative improvements to the State Theatre. The current fixed asset valuation of STFTA owned property/equipment is \$1,155,232.

The State Theatre reserve at the end of 2016 was \$430,993. The reserve at the end of 2017 was \$426,237, for a decrease in liquid reserve assets of \$4,756 in one calendar year. Total State Theatre assets are \$1,581,469, an increase of over \$350,000 as compared to year end 2016.

**Calendar Year 2017 was another amazing year in the history of the State Theatre! With the continuing support of this amazing community, we were able this year to replace 744 70-year old seats, replace carpeting throughout the entire theatre, sand and restore balcony floors, and repair and repaint the entire auditorium ceiling and walls and the entire lobby.**

**Our membership continues to grow. Our State Theatre Performance Series Sponsors are wonderful, allowing us to grow and improve the quantity and quality of State Theatre programming with each passing year.**

**Calendar year 2018 promises to be another busy year at the State Theatre. We hope you will continue your amazing support of the historic State Theatre.**

Sincerely,

**Bill Cornelius, President  
State Theatre for the Arts**



# STATE

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