

FOX

Riverside Theater Foundation

Riverside, California



Donor Prospectus

History of the Fox Theater:

The Fox Theater was built in 1928 and designed by the well-known Los Angeles-based architects Clifford Balch and engineer Floyd E. Stanberry, who were responsible for designing many of the "West Coast Theaters," and later, Fox Theaters. The theater was part of a chain of West Coast Theaters built by Mike and Abe Gore, Adolph Ramish and Sol Lesser. This partnership constructed neighborhood theaters in the Southern California area throughout the 1920s. In 1928, this group sold a controlling interest to William Fox of Fox Studios and the corporation became known as Fox West Coast Theaters. This alliance with Fox created a seamless production to distribution system for the film industry. The partnership was short-lived, however, due to both antitrust and financial difficulties of Fox, and the corporation went into bankruptcy in the early 1930s. The theater came under control of the Skouras Brothers in 1932 and became part of the National Theaters chain, the largest and most successful theater chain in history.



Throughout the 1930s and 1940s, the Fox Theater was used by the Hollywood-based film industry to show previews of future releases before final editing. Riverside was a useful site because it represented, demographically, small town America. By previewing their future releases in Riverside, the film companies believed they could register the reaction to their movie within the country's largest viewing demographic without having to travel too far. On September 9, 1939, the Fox Theater served as the first preview house for "Gone With the Wind," arguably one of the most important films in the history of motion pictures. Because it was the site of the first public viewing of the movie, the Fox Theater was designated a "Landmark" by the City of Riverside's Cultural Heritage Board on March 15, 1978. During WWII, the building served as a makeshift dormitory after the soldiers from nearby military bases filled the City's available sleeping spaces. Manager Roy Hunt allowed the soldiers to sleep on the thick carpets of the lobby and auditorium. In 1942, the Fox Theater converted its stage and surrounding dressing rooms into a 536-person secondary theater named the "Lido," which served as a "second-run" film house for headline pictures. Alterations and additions to the original design included the small secondary theater in the former stage house, alterations to the proscenium, and various new sound absorption finishes in the auditorium.

Changing demographics and more modern movie theaters combined to decrease the viability of the Fox Theater. In 2006 the Redevelopment Agency and the City embarked on a collaborative effort to reverse the deterioration that had occurred. As construction has progressed and the layers of paint and wood have been removed, the Fox Performing Arts Center is coming to life. As construction is completed in Fall 2009, the Fox Performing Arts Center will be an integral part of downtown Riverside and of the Inland Empire's arts and cultural scene.

Riverside Renaissance & the Fox Performing Arts Center:

The Riverside Renaissance is a \$1.68 billion investment in Riverside's future, making it the most ambitious public investment program in Riverside's history. Approved by the City Council in late 2006, Riverside Renaissance is responsible for improving traffic flow; replacing aging water, sewer and electric infrastructure; and expanding and improving police, fire, parks, library, and other community facilities that enhance the general quality of life for residents, businesses, and visitors. This aggressive program anticipates completing more projects in five years than were completed in the preceding 30 years. Riverside Renaissance will ensure Riverside's position as the capital city of the Inland Empire.



As part of the Riverside Renaissance, the transformation of the Riverside Fox Theater, one of the city's most revered landmarks, is underway. On May 3, 2007, after more than 1,300 visitors took one final tour through the facility, the Fox Theater closed its doors for the 24-month construction period. This historic structure will be reinvented as a state-of-the-art performing arts center for Riverside and the Inland Empire. City staff is working closely with Bayley Construction and R.F. McCann Architects to complete the project.

The City's Cultural Heritage Board has been involved in all aspects of the design and development phase, including providing the documentation and recommendations required to meet the Secretary of Interior Standards for the rehabilitation of the Fox Performing Arts Center.

The design calls for adaptations and additions on all three levels of the Fox Performing Arts Center to include an expanded stage, new stage floor, seats, lighting, a restored decorative ceiling and a refurbished lobby. Once completed, the Fox will boast a 1,640-seat performing arts theater that captures the original grandeur of the 1928 building, with updated amenities for patron enjoyment and comfort, and is destined to become the crown jewel of downtown Riverside. The Fox Performing Arts Center will attract visitors to the area now and for generations to come, enhancing the artistic offerings of the community and contributing to the local economy.



Immediate Plans for the Fox Performing Arts Center & Overview of Upcoming Events

The Fox Performing Arts Center is a grand Mission Revival building in the heart of downtown Riverside that will become the centerpiece of Riverside's Arts & Culture initiative as a regional performing arts facility. It is scheduled to open in January 2010. Opening events include a Fox Foundation Gala, community walk-throughs and Grand Opening superstar concert.

The Fox Performing Arts Center will also attract the best of national touring Broadway. The Nederlander Organization has entered into a multi-year agreement with the Fox Performing Arts Center and its Operator/Manager, William P. Malone, under the aegis of Broadway in Riverside/A Nederlander Presentation - Carl Thompson, General Manager.

In addition to world class touring Broadway shows, the Fox Performing Arts Center will present a full range of performances, concerts, special events and community-based programs.

The City of Riverside owns the Fox Performing Arts Center. In 2008, The City of Riverside hired William P. Malone to serve as the Operator and Manager of the Fox Performing Arts Center.

The logo for the musical 'Annie' is displayed in a stylized, red-outlined font.The logo for 'The Farewell Tour Jesus Christ Superstar' is displayed in a black box with white text. It includes the text 'THE FAREWELL TOUR', 'LYRICS BY TIME RICE & MUSIC BY ANDREW LLOYD WEBBER', and 'JESUS CHRIST SUPERSTAR'.The logo for the musical 'Hairspray' is displayed in a colorful, stylized font. Below the main title, it reads 'BROADWAY'S BIG FAT MUSICAL COMEDY HIT'.



2010 Inaugural Concert Season – Initial Show Program

*Fox Foundation
Gala*
January 15

Grand
Opening
Sheryl Crow
January 22-23

Benise
January 29-30

Natalie Cole with the
Corona Symphony
February 13

Corona Symphony
with Warren Hill
February 14

Masters of Harmony
February 27

Kaitlyn Lusk with the
Corona Symphony
April 10

Pat Benatar
April 15

David Sedaris
May 6

America
May 8

Screening of "Duck Soup"
May 22

Bill Cosby
June 5

Watch for more show announcements!
 Tickets available at ticketmaster.com, all Ticketmaster outlets and the RMA Box Office.
 For Box Office Information call 951 788 3944 or visit www.FoxRiversideLive.com.

The Foundation:

Mission Statement

The mission of the Fox Riverside Theater Foundation is to advance the efforts of the Fox Performing Arts Center to serve and enhance the City of Riverside, its residents, artists, art enthusiasts and the Downtown by providing a first class regional facility offering a wide range of professional and community based performing arts.

Purpose

The Fox Riverside Theater Foundation is a nonprofit 501(c)3 public benefit corporation and is not organized for the private gain of any person. It is organized under the Nonprofit Public Benefit Corporation Law for charitable purposes. The specific purposes of the Fox Riverside Theater Foundation are: (1) to aid, sponsor, promote, advance, educate, and assist in improving the cultural and recreational services to the residents of the City of Riverside, California, through the Fox Performing Arts Center, a public resource owned by the City; (2) to establish a permanent endowment fund to assist the City in improving the cultural and recreational services to the residents of the City through the Theater; (3) to purchase equipment and other assets to improve the functionality of the Theater; (4) to provide funds for the remodel, renovation, reconstruction, maintenance or operation of the Theater; (5) to engage in any other activities in furtherance of the purposes for which the Fox Riverside Theater Foundation is formed; and (6) to receive, invest and utilize funds and property acquired through the solicitation of contributions, donations, grants, gifts, bequests and the like for the purposes for which the Fox Riverside Theater Foundation is formed.



Become a Donor Today:

Help us raise the curtain at the Fox Performing Arts Center!

Your generous financial support will assist in providing first-class Broadway national touring shows, the highest quality productions by local and regional community arts organizations, and a full range of concerts and special events for audiences of all ages.

The Fox Performing Arts Center is an important element of the community's history and future, and is an important regional performing arts facility. Although the Fox is being transformed into a world-class venue, ongoing operational support will be needed to sustain and enhance the facility and its programs.

Ticket sales and other earned income will cover only part of our operating expenses. This means that we must raise additional funds to deliver the kind of excellence on the stage and in our many programs that you expect. You are truly vital to this facility's mission and financial well-being.

By investing in this beloved cultural resource, you will ensure that this historic crown jewel in downtown Riverside will not only thrive but will also be available for the enjoyment of future generations.

Please support the Fox Performing Arts Center as a first-class regional facility offering a wide range of the highest quality professional and community-based performing arts. Your contribution is tax deductible to the fullest extent under law.

Donor opportunities are listed on the following pages.

Thank you in advance for your support of Riverside's "Arts & Innovation" centerpiece.

FOX

Riverside Theater Foundation

Riverside, California

You are invited to participate in our
Endowment goal of \$5 million...

We are forming an inaugural board of directors who will launch the initial campaign and provide a collective beginning contribution of \$2.3 million. This founding board will receive significant recognition and will serve as ambassadors for the Foundation.

Input from the founding board of directors will be essential to defining the donor categories for this campaign. At this point, the following opportunities have been identified:

Naming Opportunities: Specific features that are suitable for naming have been identified, including the auditorium and stage, dressing rooms and more. It is expected that naming rights as the presenting sponsor of the Fox Performing Arts Center will command a seven figure price, and other features will be available in amounts ranging from \$15,000 to \$500,000 or more. Precise amounts and terms are negotiable, including multiple years.

Performance Sponsorships: Series sponsors and individual show sponsors are negotiable and subject to availability, excluding Broadway in Riverside productions.

Fund-a-seat: Receive year-round name recognition on a seat in the auditorium for \$250, renewable annually.

Foundation membership: Annual dues for a basic foundation membership are \$100. This tax-deductible donation will help to provide a base level of support for the Foundation.

Giving circles: It is anticipated that the founding board of directors will establish donation categories and amounts, starting at \$1,000 annually in addition to annual membership dues.

Concierge service: This exclusive donor benefit will be available for annual donations of \$25,000 or more. This service will include priority access to purchase seats seven days in advance of public availability, VIP parking, special VIP events, access to a VIP room with complimentary drinks and hors d'oeuvres, and private rest rooms.

Planned giving: Opportunities for planned giving are available on a customized basis. Contact the Fox Riverside Theater Foundation for additional information and assistance.

Please contact the Foundation at 951-686-4FOX (4369) for additional information. All donations are tax deductible to the fullest extent under law.



FOX

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Riverside, California

951-686-4FOX (4369)

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