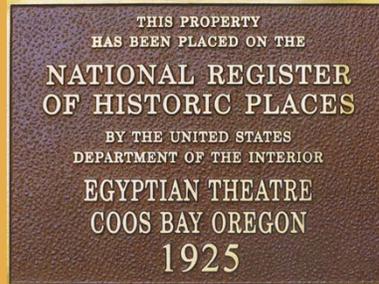


THE RENAISSANCE OF COOS BAY'S



Greg Rueger
President, Egyptian Theatre Preservation
Association

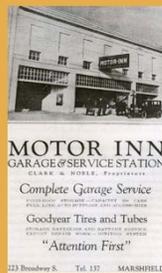
Our story begins in 1922 when local entrepreneur Harry Noble decided he wanted to build a theater.

“Essential use” restrictions on building materials after WWI did not allow Harry to construct his theater ... so he built a garage with plans to turn it into a theater when finally allowed.

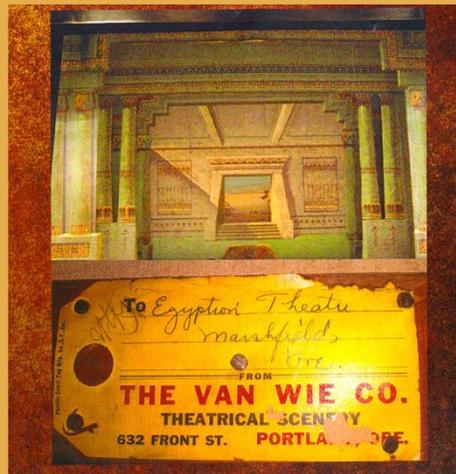
In 1925 Harry’s son, John, hired Portland architect Lee Arden Thomas to convert his family’s garage into the premier movie palace on the Oregon coast.

His was to be a fabulous “Egyptian” movie palace.

In November of 1925, Marshfield’s EGYPTIAN THEATRE opened !



The Noble's spared no expense in building their Egyptian Theatre. They invested in a Wurlitzer Hope-Jones Unit Orchestra organ and numerous hand painted backdrops.



3



1930's



1947



2006

Though the Theatre has changed ownership many times over the last almost 90 years, its wonderful interior and special furnishings remain largely intact.

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Noted historic preservationist George Kramer, past Chair of the Oregon Preservation Commission, has this to say about Coos Bay's Egyptian Theatre:

“Nobody on the West Coast, nobody but Coos Bay, has a virtually unchanged example of an Egyptian theatre, built in the glory days of the form ... and protected all these years.”

- **In 2010 the Egyptian Theatre was entered in the National Register of Historic Places.**
- **Of over 70 Egyptian themed theaters built in the US, only 8 remain operational.**
- **The “Mighty Wurlitzer” at the Egyptian is the only such organ in the State of Oregon still operating in its original location.**
- **Coos Bay's Egyptian retains 6 of its original, now priceless, hand painted backdrops.**

**PRESENTING COOS BAY'S EGYPTIAN
THEATRE AS IT NOW STANDS ...**

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In 2005 the Egyptian was put up for sale.

In early 2006 Coos Bay's Urban Renewal Agency purchased the Theatre.

The Egyptian Theatre Preservation Association (ETPA), was formed to operate and restore our City's treasure.

For 5 years the ETPA operated the Theatre with an all volunteer force and some restoration was performed.

In 2010 Engineers were retained by the City to help the ETPA assess the Theatre and develop a plan of restoration.

Unfortunately, the engineers discovered that the Theatre required significant structural repairs, estimated to cost close to \$3 million.

In 2011 the City closed the Egyptian until required repairs could be made.

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Working in partnership, the City and ETPA were able to collect the funds required, successfully manage construction and re-open the Egyptian Theatre in June of 2014.

The keys to our success in this venture included:

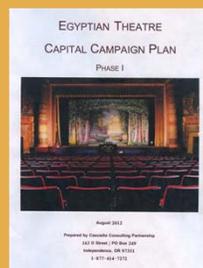
- ◆ Recognizing that the task before us was different than operating a theater and that “transformation” of the ETPA board and a close partnership with the City would be required.
- ◆ Implementing a plan to keep the Egyptian Theatre alive in the minds of our community. Instilling a “We CAN Do It !” mindset and image within our organization AND the community.
- ◆ Retaining key external expertise

Our experts advised us to engage a theatre experienced structural engineer (KPFF -- Portland office) – the resulting design dropped our needed funding to \$750,000 !



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- ◆ Developing a comprehensive capital campaign plan, building our organization and processes to support the plan, and thoroughly performing the work needed to “make our case” before initiating the main capital campaign.



- ◆ Conducting an intense and aggressively short capital campaign

❖ Targeted \$225,000 (30%) from local fundraising and \$525,000 (70%) from grant funding.

❖ Lined up some local donations before formal campaign kick-off.

Kick-off event held in October of 2012



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❖ Local fundraising -- events are needed to raise awareness, but most \$ come from direct contact with local individuals and businesses.



❖ Grant fundraising -- knowledgeable assistance is key. Develop solid financial reporting and a strong team for foundation site visits. Be prepared for "top-off" funding.



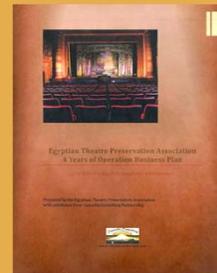
❖ By mid 2013 we had secured enough funding to initiate construction



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◆ While construction was progressing (managed by the City), the ETPA turned its focus to getting ready for our Grand Re-Opening and operation.

❖ The City entered into an agreement with the ETPA for eventual (over 3 to 5 years) transfer of Theatre ownership to the ETPA (at a cost of \$1 !)



◆ Success builds upon success -- take advantage of it !

❖ In November 2013 we expanded our goal to encompass exterior restoration (exterior painting, re-roofing, Broadway façade) to protect our community's investment in the Theatre.

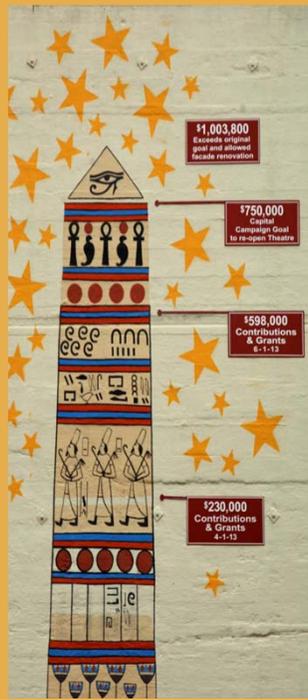
❖ In early 2014 we raised funds to hire an Executive Director/Theatre Manager

New Pharaoh in town



Egyptian Theatre gets new executive director

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\$11,003,800
Exceeds original goal and allowed facade renovation

\$750,000
Cleared Campaign Goal to re-open Theatre

\$598,000
Contributions & Grants 6-1-13

\$230,000
Contributions & Grants 4-1-12

In slightly over 1 year the ETPA not only raised the \$750,000 needed for structural repairs, we raised over \$1 million ... **enough to install main floor ADA restrooms, partially restore our lobby and go a long way towards restoring and enhancing the Theatre's Broadway façade !!!**

Structural work is complete, the Theatre is open and attracting 3x the patrons we did prior to closure, and interior and façade renovation is underway.



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