



“Let’s Face It” Campaign

The Count Basie Theatre Foundation

The “Let’s Face It” Campaign:

First constructed in 1926, the Count Basie Theatre opened its doors to the people of Red Bank. A former movie and vaudeville house, this historical landmark can boast to have entertained over 2,000,000 patrons in the last 84 years.

This space has become a second home to many and a favorite venue of several headlining entertainers. To sustain this tradition of entertainment, the Count Basie Theatre started a series of restoration projects and structural improvements.

In 2004, the needs of the theatre were evaluated. To restore the theatre to its original state, the following projects were completed:

- installing over 1,500 new, historically accurate seats
- new house lighting fixtures
- new auditorium carpeting
- restoring the balcony back to its original design

As this phase concluded, the Basie received a generous grant from the National Historic Trust and Lowe’s to replace the original roof of the structure.

In 2008, the auditorium of the Basie was refurbished. Eager to bring the theatre back to its former beauty, \$8 million was designated to the following needs:

- plaster work,
- decorative painting,
- HVAC upgrades,
- crucial infrastructure work,
- update public lobbies

Our continued presence in Red Bank today is a direct result of the generosity of local patrons, families as well as community support. As we look to the future there are still improvements to be made.

These improvements, part of the “Let’s Face It” Campaign, are the fourth of a ten phase restoration plan. This phase (an estimated \$2 million) focuses on the façade of the building, attending to necessary structural repairs.

Outlined projects of phase four:

- the outer wall taken down and replaced with updated materials that emulate the original terra cotta ornamentation
- all windows will be replaced
- a new digital marquee will be installed

As in our past renovations, pledge dollars are at work. Although the Basie has been shrouded in scaffolding for four months, the work continues and the shows go on.

Ultimately, these upgrades will lead to a restored, renovated and expanded Count Basie Theatre.

Statistical Update:

Goal:	\$2,000,000
Raised to Date:	\$345,973
Percent of Goal:	17%
Number of Gifts:	122

Remember:

1. It costs \$6 million annually to run the Count Basie Theatre
2. The Count Basie Theatre is a non-profit, 501c3 charitable organization
3. Ticket sales account for only 50% of funds needed to operate the theatre

Summer Snapshot:

Our project manager has given us a tentative date of mid-November for the completion of the façade and the removal of the scaffolding! As we come closer to the close of the project, plans are underway to celebrate the official reveal of the new façade and electronic marquee.

History continued to be performed nightly in our newly renovated theatre - the Basie was host to a variety of performers from Joan Baez, Willie Nelson and the Irish Tenors.

This summer, the Foundation continued to share the Basie story with new members and friends at benefit performances and events. The Two River Theater served as a venue for our two benefit concerts this summer. Singer/songwriter Marc Cohn, provided an intimate evening of music and witty history behind many of his most famous compositions such as "Walking in Memphis" and "True Companion". Grammy winning producer Will Ackerman gave a rare acoustic performance. Both concerts offered meet/greet opportunities for our VIP members. All proceeds benefit the "Let's Face It" Campaign.



Photos: Performer Marc Cohn w. Mr. and Mrs. Tom Hyland, Will Ackerman and accompanist David Cullen, Our friendly foursome from the Golf outing and Robert and Jenny Portman resting after their ride at Sandy Hook.

The "Friend-raising" Continues:

Our annual **Golf Outing** was held on September 23rd at the Beacon Hill Country Club. The event was a great success having 70 participants registered! The evening concluded with cocktails, a silent auction and music by some of our friends with Holiday Express.

Bike for the Basie just concluded its third year at Fort Hancock on Sandy Hook. This year's ride started with a morning yoga session, flat changing clinic for our riders and ended with a raffle for a new beach cruiser and helmet. Many thanks to our 75 riders!



Coming Up:

The Count Basie Theatre Foundation presents the Black Crowes, "Say Goodbye to the Bad Guys Tour". The Basie rounds out the Crowes tour schedule as the group plans to take an extended hiatus from the road. VIP tickets have sold out, but great seats are still available. All proceeds from this show will benefit the continued restoration and renovation of this site.

October 15th begins our annual "Membership Drive". Basie reps will be present at all shows this month to answer questions about membership and assist with renewal. Remember a membership to our theatre makes a great gift and helps to keep the Basie in Red Bank!

For further information regarding ongoing fundraising efforts, please contact:
The Count Basie Theatre Foundation 99 Monmouth Street, Red Bank, NJ
Tiffany McDermott (732) 224-8778 x 115
www.cbtfoundation.org





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