



Count Basie Theatre Foundation

# “Let’s Face It” Campaign

## The Count Basie Theatre Foundation

November 2010

### The “Let’s Face It” Campaign:

We are glad to bring you our second update from the Count Basie Theatre Foundation! Since our last snapshot, our phones have been ringing ... our members are interested in getting involved with future fundraising events, our benefit shows and some have called wanting to contribute to the campaign. Keep the calls coming! Your feedback, enthusiasm and those challenging questions are all welcome– they are a great touch point between the staff at the Foundation and with our active members.

Keeping in mind that we are still working toward our \$2 million goal, here are some of the questions that we have encountered about the “Let’s Face It” campaign which is still in progress:

#### *Why should I make a pledge to support the “Let’s Face It” Campaign?*

This is part of a multi-phased campaign to benefit the Count Basie Theatre and to maintain performing arts programming in Monmouth County. For the past few years, the Basie has received support from only 8% of its member population and local businesses to accomplish our fund-raising objectives. This is the first time we are actively seeking support from our members and the community at large. Your gift will make a significant difference.

#### *Why is the campaign being conducted during this difficult economic time?*

This is not only an aesthetic issue, but a structural one. Our architects and engineers have advised us that the façade work is necessary for the structural integrity of the building, and that the work should be done now. Even in this economy it makes good business sense, because we are able to negotiate better deals with sub-contractors. It is good stewardship of donor money. We also feel that our patrons deserve to enjoy performances in a safe and welcoming environment.

### Renovation Recap:

Outlined projects of Phase Four:

The Façade Restoration

*-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*

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

### The Big Reveal!

If you have been to the theatre or driven down Monmouth Street, you have seen that the scaffolding is slowly being removed and our new façade is taking shape. Our official reveal of the construction and our new digital marquee are set for later this month. More details to follow!

### Statistical Update:

<b>Goal:</b>	<b>\$2,000,000</b>
<b>Raised to Date:</b>	<b>\$398,000</b>
<b>Percent of Goal:</b>	<b>20%</b>
<b>Number of Gifts:</b>	<b>124</b>

### 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

This restoration is funded in part by The New Jersey Cultural Trust with project assistance by the New Jersey Historic Trust

### Recent Events:

On October 17th, the Basie hosted the Black Crowes as they wind down their latest tour, "Say Goodnight to the Bad Guys". This sold out benefit, rocked the theatre and offered a great night out to everyone that attended. The band shared a meet and great opportunity with VIP ticket holders before the show.

More recently, the Foundation presented the only NJ screening of Bruce Springsteen's "The Promise: The Making of Darkness on the Edge of Town". This event brought the Basie back to its original glory as a movie house. The screening served as a benefit event and offered ticket buyers a glimpse into the creative process of this local legend and one of his most famous albums. In addition to the film, attendees were encouraged to bring old ticket stubs from Bruce concerts past, to find the earliest Bruce show!

All proceeds benefit the "Let's Face It" Campaign.



**Photos:**(left)Drew and Kath Steck Basie members who attended the Black Crowes meet and greet. (right) Two patrons from the Springsteen screening with their memorabilia

### Basie Story:

As you know we are proud of the rich history that accompanies the Count Basie Theatre ... a presence in Red Bank spanning 84 years, legendary performances and our award winning performing arts program. More recently, we have tapped into our "living history" here at the Basie. Through interactions with members and local patrons, we have discovered many people have a special connection with this landmark. Stories range from people meeting their high school sweetheart in the balcony during a Sunday matinee, former ushers sharing highlights of a memorable performance or more recently a parent sharing live theatre with their young children for the first time.

To capture this newly discovered part of our makeup, the "Basie Story" feature is under construction for our website. Have an interesting tidbit or experience you would like to share? Please visit our website [www.cbtfoundation.org](http://www.cbtfoundation.org) and click on "Get Involved" to submit your story.

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](http://www.cbtfoundation.org)



### More "Friend-raising Opportunities:

Our month long membership drive is still in progress and has been a great success! Count Basie Theatre and Foundation board members and volunteers have been a constant presence at our shows sharing Basie information and gathering new people to be a part of the Basie community. Remember, theatre memberships require renewal each year and can make a unique gift this holiday season!

The Foundation is also promoting our annual ticket raffle ... one lucky winner will receive two tickets to EVERY performance in 2011! This is another opportunity to support the theatre and win great seats to outstanding shows in the new year. Our 2011 line-up includes: Chicago, Brian Regan, Regis Philbin and Idina Menzel with the NJ Symphony. Raffle tickets are \$50 each. To purchase tickets contact Rachel O. Warnick at (732) 224-8778 x118

As you know the Count Basie Theatre is a non-profit organization. Your support through membership and other fundraising events help maintain theatre operations.