

## *Together we can restore the Ritz!*

The Ritz Theatre, built in 1929, once inspired a world of imagination and creativity to the Coastal Bend. Today it stands as one of the few historic buildings in downtown Corpus Christi. By coming together to restore the Ritz, our community will be able to enjoy year-round programming in a place that welcomes the arts and houses a piece of our history.



# *Why restore the Ritz?*

Historic theatre restoration requires the advice and dedication of an expert team of theatre planners, architects, consultants, sound engineers, and other highly-skilled technicians.

So why restore the Ritz? Why not simply tear it down and build a new theatre? Because, the Ritz is more than just a theatre. Historic buildings and their architecture are an expression of our city and its values. We as a community have an opportunity to do something restorative and regenerative to this building, an act that is truly loving that will add to the value of our city.

The restoration of the Ritz is also an act of environmental responsibility: reusing this resource eliminates the tons of construction waste that would sit in a landfill if it was torn down, and reviving the theatre is responsible use of existing resources and infrastructure.

The very definition of restoration is the act of preserving assets and returning them to their original or improved condition. Restoring this Corpus Christi landmark will mean preserving our history, helping grow our downtown, and bringing back the life, energy, and excitement to the community that it was intended for.

*Reviving the Ritz Theatre will:*

**RAISE PROPERTY  
VALUES**

**ENCOURAGE  
THE GROWTH  
OF BUSINESS  
DOWNTOWN**

**CREATE JOBS**

**ADD A NEW,  
DYNAMIC VENUE  
TO STIMULATE  
THE ECONOMY**

**INSPIRE&SUPPORT  
CREATIVITY&  
THE ARTS**

## TOURIST MARKET



The Ritz will draw in visitors seeking entertainment and excitement. They will also learn a little bit about our city's history at the same time.

- Work with heritage organizations to develop programming and conventions for heritage tourism
- Work closely with tourist organizations regionally and state-wide
- Broadcast special performances to a wide-spread market
- Work with established film and music festivals

## ENTERTAINMENT & ARTS MARKET



Our unique, mid-sized theatre will be a creative environment capable of hosting various types of fine arts programming.

- Create programming that centers around music, comedy, drama, and other popular genres
- Create partnerships with local schools to connect students with professionals through our programming and to develop film studies curricula
- Support local arts organizations by promoting upcoming events in our quarterly calendar distributed to individuals, businesses, schools, and libraries
- Be active in local/regional art and film programs to facilitate events

## EVENT RENTAL MARKET



Currently in the Corpus Christi there are no medium sized, 1,000 seat multi-purpose venues.

- Work with local schools to host events such as banquets, awards ceremonies, and reunions
- Work closely with the Chamber of Commerce so that they can help promote the Ritz
- Seasonal promotion for meetings and holiday parties
- Advertise with wedding related businesses and get the Ritz listed as a venue on popular wedding resources
- Cross-market with brochures and other print medium at current Corpus Christi attractions

Other plans include: local advertising mediums | billboards | television commercials | radio spots | hotel and vacation packages | party deals | advertisements in travel and leisure resources | children themed programming | heritage tourism

# Financial and Marketing Plans

## Why Tax Credit Financing?

Historic Tax Credit Financing works like this: the Historic Tax Credit program encourages historic building restoration by providing tax credits to the property owners in order to attract new private capital that in turn generates local, state, and federal property tax revenues, enhances property values, creates jobs, and revitalizes communities.

We have three chances at receiving State, Federal, and New Market programs. Tax credits are monetized by bringing in investors. CDE's will not commit tax credits without balance of funding. Therefore, we need to come up with 40% of the total restoration cost on our own, and the tax credits will cover the remaining 60%.

**1.5**  
MILLION

From donations, private donors and grants so the city will agree to donate more

**4**  
MILLION

The city will come up with \$2.5 million to bring us to \$4 million which will allow us to activate Historic & New market Tax Credit Financing

**12**  
MILLION

Historic & New Market Tax Credit Financing will Grant us \$8 million to complete the \$12 million restoration

## Cost of Restoration: Breakdown

RESTORATION	COST
ELECTRIC	\$750,000
ELEVATOR/HDA	\$1,000,000
PLUMBING/FIRE	\$1,500,000
MARQUEE/EXTERIOR	\$1,500,000
MOVIE EQUIPMENT/ LIGHT&SOUND	\$2,000,000
CONSULTANTS/ ARCHITECTS	\$100,000
TRANSITIONAL SEATING SYSTEM	\$450,000
WINDOWS/DOORS	\$500,000
MASONRY/STEEL	\$500,000
FINISHING/INTERIOR	\$600,000
HVAC	\$600,000
ROOF	\$100,000
PROSCENIUM/ RIGGING&STAGE	\$750,000
<b>TOTAL EST. COST</b>	<b>\$12 MILLION</b>

# Support THE RITZ

It's easy to see that The Ritz Theatre has a unique opportunity to connect with the community because the seed is already there. There are generations of folks who have had first dates and first kisses at the Ritz- first jobs and first concert experiences. We have a chance to keep this connection alive and help make more.

The key to creating change is engaging those who are not normally engaged. This means listening to the needs and the desires of those around us, igniting their passion, and helping them find a connection to projects that need help like the Ritz. We cannot do it alone. What the Ritz needs to be reborn is financial support, advocacy, and a strong will to see this project through. Be a part of the Ritz restoration. It will enrich your life and certainly will bring back a saturation of culture we all long for.

For more information please contact Monica Sawyer at  
or call 361-887-6055

