The PATCH Manifesto

➢ Visit www.ccritz.com to sign the manifesto and show your support and join PATCH.

We start with the premise that we, the citizens of Corpus Christi are ready for change. We affirm that change is inevitable for our city. We challenge that being indifferent, uninvolved, undecided, and wanting the city to “stay the same” is, in fact, choosing to allow the city to decline.

We are excited and empowered to witness how crowds can affect change in the world and we open our minds to creating change in our own city. We acknowledge many great things are being done in our city. We respect, support, and connect with these efforts as we focus on our own vehicle for change and ask others to commit to the effort.

We endorse a productive collaboration with individuals, businesses and various entities under the umbrella of Corpus Christi PATCH (a 501(c)3) with the understanding of restoring and developing the historic Ritz Theatre as a catalyst to improve our downtown, to create a vibrant cultural and creative hub, and to position Corpus Christi as an innovator in cultural advancement.

We acknowledge that the restoration of historic theatres and the nurturing of creative programs in other comparable cities has generated hundreds of millions of dollars of yearly economic impact upon restoration and programming implementation. We trust the restoration of The Ritz, and the development of programming within, is a viable option for major economic growth in Corpus Christi.

We support the conclusions that reviving The Ritz Theatre will raise property values, increase traffic to downtown, encourage the growth of businesses downtown, create jobs, bring in more tax revenue which can be reinvested in the city, add a new, dynamic venue to stimulate the economy, as well as inspire and support creativity and the arts (based on other proven projects).

We shed the ridiculous notion that Corpus Christi is incapable of great things and pledge to never again repeat as a put-down, “but Corpus Christi is different.”

We will not apologize for the fact that The Ritz is not yet restored and the project is, in a sense, starting over. We are not starting from scratch. The hard work accomplished over the last 10 years is extremely valuable to the new plan.
We believe that the battle for a better Corpus Christi will be won or lost by the citizens in our community. How we take action, *individually*, NOW will determine the outcome of our efforts to achieve a nurturing and enjoyable city tomorrow.

We believe harnessing The Ritz as an asset requires the commitment and action of the entire community. We can no longer wait for someone else to uplift our city. We have to take matters into our own hands.

We advocate a progressive, aggressive, and robust plan of action to create a system which can position Corpus Christi as an innovator for creative nurturing and draw people to collaborate, invest, and enjoy our city.

We know that the tasks ahead require “city changers” and “creative cultivators,” individuals who have the courage to be bold, outgoing, shed the naysayer’s attacks, and forge ahead despite the obstacles laid by many. Our pursuit also requires “doers” and “thinkers” and everyone in between.

We affirm the countless studies which have proven that the development of arts and creative facilities are REQUIRED to support the growth of the knowledge class and creative class. We understand these creative services significantly impact the growth of a city’s economy and the ability to attract and encourage people to STAY in the city.

We declare ourselves Cultivators of Creativity. We choose love and progress. We dismiss negativity and apathy.

We warn the community that time is quickly running out for The Ritz. If we do not act now, The Ritz will (continue to) crumble and will no longer be available as a valuable asset for prosperity. Saving The Ritz has to happen now.

We invite the community, businesses, city and downtown stakeholders to join us now, immediately. We call for strong partnerships to craft and implement our collective creative agenda. Together, our collective actions will yield valuable experiences, and sustainable growth for Corpus Christi. We expect an exciting journey worth every risk, every effort, and every dollar.

We look forward to your support,
Corpus Christi PATCH
*Restoring The Ritz Theatre*
The State of The Ritz
as of July 1st, 2016

Two focus areas need to be addressed as we move forward, Structure (what’s going on with the restoration), and Function (what will be happening inside the theatre to sustain the business). First, we’ll address the building, although some would argue, what happens inside the building is way more important. Ways people can help are mentioned in red.

Structure
An architectural plan was just completed (pro bono) by Laura Wright, AIA and Del Mar College. Awaiting some final tweaks, the plans will be HABS certified and a copy will live in the US Library of Congress upon certification. These plans will be made available digitally to anyone needing them to work on The Ritz.
*Currently, there are NO companies or individuals under contract with The Ritz for restoration.

The following are aspects of the theatre which must be repaired before anything else of significance can be done inside the building. Assume that all aspects of the restoration need to be re-estimated. The most recent estimates were done in 2014 for the roof, and much earlier for everything else.

1. Roof
   a. The last roof estimates were $86,000 and $92,000 – need to confirm details and the extent of repair included in these estimates.
   b. Roof is major priority. Large sections are crumbling into the house area of the theatre.
   c. Roof needs a professional repair
   d. Can we consider solar on this type of roof? Unknown.
   e. Need to coordinate new estimates for roof, solar info, etc.

2. Doors, Windows and Access
   a. Roof Access
      i. Roof access is next to the projection booth.
      ii. Currently, the access is covered by a large metal plate. Access system needs to be redone and a water-tight access door needs to be installed.
      iii. Construct new access door to roof plus ladder system (possible drop-down ladder).
b. Stage doors  
   i. Frame and doors need to be completely replaced.  
   ii. Currently, the doors are being held closed by a pulley system. The homeless have started pulling on the doors and they won’t stay secure much longer.  
   iii. Coordinate new estimates, create/work on new door (or at least a way we can secure the current door).

c. All other doors  
   i. Need to be redone to be water-tight, functional and secure (when it rains, a lot of water comes in under the doors).  
   ii. Look at ways to keep the water out with current doors. Estimate new doors.

d. Windows  
   i. All windows need to be replaced.  
   ii. Obtain & install all new windows. Coordinate installation

e. Skylights  
   i. Top of fly space on stage – replace all windows  
   ii. Room behind stage – This skylight system is crumbling and needs to be ripped out and replaced or covered.  
   iii. Obtain & install all new windows in stage skylight.

3. Plumbing  
   a. Need to route a new water line from the street to inside of building.  
   b. Water is currently on at the street.  
   c. Pipes inside have deteriorated and are full of debris – unable to scope.  
   d. Ground floor bathrooms need to be fixed first. Mezzanine bathrooms, behind stage and the bathroom in projection room can be second priority.  
   e. Find new plumber who can tackle this big job. Ask the city to work on the route from the street to the building.

4. Electrical  
   a. A full electrical workup needs to be done. So many different people/companies have helped with electrical, we need a new assessment of the electrical status.  
   b. We need a way to keep parking lot lights powered without having to keep power on to the whole building (can turn about half the power off now).  
   c. Establish lighting in all areas (only lit in select areas now).  
   d. Past help on electrical has come from Mathieu Electric, AEP, Leslie Hitt (Director of Ballpark Maintenance for Whataburger Field and Dell Diamond), Scott Electric, and Gilbert Vela.  
   e. Define power needs for new HVAC system.
f. Coordinate electrical estimates, and coordinate electricians with HVAC company.
g. Contact CCMuseum about taking old equipment to store for an eventual Ritz display.

5. **Fire & Safety**
a. Fire safety systems (sprinklers) need to be installed.
b. Anyone currently doing work in the theatre needs to be wearing a hard hat.
c. Consult (recap) with the Fire Inspector to get info on how to make The Ritz safe.

6. **HVAC**
a. Old system is not original to the building – can take the entire system out as it is extremely outdated and does not work anyway.
b. Get complete, new assessment.

7. **Stage**
a. The supports are deteriorating. Top plywood is getting soft.
b. Rebuild the stage (once roof is fixed and leaking has stopped).

**Function**

Our new strategy for The Ritz Revival comes with an exciting “function” part of the plan. What matters most is the people. The talent and people we nurture shape the culture of our city. In the 70's, Corpus Christi was known as a source for talent. Regional and national bands would come to Corpus Christi to scout and fill open band positions because the talent was so rich in the area. Over the years, this reputation has been lost, but we have a way to bring it back. Keeping and developing creative people locally creates an interesting city. By nurturing, mentoring and subsidizing our creative professionals, we grow the ability to grow our culture.

To date, we’ve been unable to apply for a whole category of major grant funding because we did not have any active programming beyond our occasional special events. Together with Dusty Oliviera and Produce, CC Songwriters, Chica’s Rock, the Main Street Program and other groups focused on creativity and downtown development, we are launching new programming which will serve our talented locals in valuable ways. The new programming will grow our talent, serve as a major educational system for artist development, and be a draw for tourism into our new “creative hub.” The dynamic system being put in place will serve both the artists and the community.
The Problem: Local artists are being wooed to leave our area for greener ($) pastures. The struggle cannot be ignored if we are to heed the advice of any economic growth consultant anywhere as they press cities to invest in their ability to nurture the arts. We’ve found ways to nurture our local talent, keep them local, and grow the arts.

The programming being developed can happen now, even prior to/during restoration of The Ritz and will contribute to the success of the restoration. The intention is to move all of the nurturing and programming into The Ritz once the theatre is restored.

We need all types of volunteers to help us execute this plan.

1. Artist Collective
   a. Combine the efforts of various grassroots artist nurturing groups under the non-profit umbrella of PATCH. Utilizing the non-profit system and funding through PATCH accelerates the development of these groups.
   b. Representation from each group could sit on the board to have a say in the further development of these programs.
   c. Initial programs being considered:
      i. CC Songwriters
      ii. Chica’s Rock
   d. Include internship program for grade-level and college-level students

2. Artist Nurturing Program
   a. The basics of this program are to provide funding, community recording studio space, education, development, subsidized healthcare and growth programs for the best Corpus Christi talent with the intention of keeping them local to Corpus Christi and growing our talent base.
   b. 3-5 of the best, local talent would be selected to start and graduate through our program as the first “class.”
   c. We’d Initiate a yearly selection process (contest).
   d. Incentives increase based on length of residence in CC and other factors.
   e. Programs being developed for the selected artists will include services and funding help under the following categories
      i. Development (education, development plus local activity/promotion, working with mentors, etc.)
          *Community recording studio space will be developed inside The Ritz to serve this part of the program.
      ii. Nurturing/Wellness (self-care, discount healthcare programs, health and wellness needs, etc.)
      iii. Venture/Growth (travel, collaboration, and global promotion activities)
3. **Ritz Food Truck Park + Parking**
   a. The parking lot next to The Ritz is already being utilized for food trucks on Fridays and Saturdays with growing success.
   b. We would expand this operation to bring attention to The Ritz, increase activity in our specific corner of downtown, plus benefit The Omni Hotel, Rockits Whiskey Bar and other partners.
   c. PATCH will initiate an expanded food truck program in partnership with the Downtown Management District
   OR
   Bill Hoover (Nueces Lofts developer) has proposed developing the lot further himself with designated food truck pads, landscaping and other features to create a more inviting food truck destination. He would sublease the lot and provide a consistent income to PATCH which would allow us to have a full-time staff member.
   d. The Omni has proposed allowing parking for The Ritz on two adjacent lots to offset the loss of the parking currently available in the lot next to The Ritz.
   e. This part of the plan is dependent on a successful partnership with The Omni Hotel which is an integral to a successful agreement with TRT for use of the lots.

4. **Mural Project**
   a. To accompany the food truck park outside, we are commissioning a mural to be painted on the side and front of the theatre.
   b. The creation of the murals would generate tourist attention and provide a creative backdrop for our downtown.
   c. A visual representation of the fundraising goal can be included and updated to reflect the current stage of funding. This would help the community visualize progress.

5. **Lot Fest, Parties, Events & Promotions**
   a. Monthly and weekly events to help spread awareness and fundraise
   b. Monthly lot festival to drive traffic – could expand to include vendors inside the theatre
   c. **Silent Disco** – monthly event that could function at minimum cost and investment while drawing a large young crowd to the theatre – sponsored by wireless headphone manufacturer
   d. **Documentary** – ongoing documentary being filmed and developed about the entire process. In-progress footage can serve as marketing material for our social media campaign.
Call to Leaders, Volunteers and Potential Partners

“Do the thing, and you shall have the power.” —Ralph Waldo Emerson

The shift begins now. Yeah, yeah. We know “now” means different things to different people. Some say they thought our “now” was ten years ago (see paragraph 7 of the manifesto). What is your “now?” Are you sick of things taking so long? We are. Our city is in urgent need for transformation. We have a plan to help. We’ve always had a plan with lots of great stuff about restoring a theatre, with proof an endeavor such as this would be a positive economic catalyst (think… more money coming into our city means our streets might actually get fixed). Now… our plan is bigger, has more meat, more opportunity for collaboration and can start today. PATCH and The Ritz have more buy-in, we have more stakeholders and we have new programming that is a very real solution to the exodus of talent and “brain drain” consultants talk about with Corpus Christi. PATCH has a plan to shape Corpus Christi’s cultural future.

We have more momentum surrounding us than we’ve had. Our downtown is launching major residential, more shopping, new restaurants, and a grocer. We have a farmer’s market (which is just the public face of a major Grow Local movement and, by the way, did you know the Omni buys any unpurchased farmed goods after the farmer’s market AND gets their shrimp from local shrimpers? Yes!!! So you see, everything is (or can be) connected! Back to you…) A tipping point is all about the right people finding each other at that synergistic time. Will you be part of our plan?

PATCH is seeking a new team to help carry out all of the proposed plans. If you have gotten this far reading our document, wow, you rock! Maybe you or someone you know has the unique experience, passion, commitment and/or connections to be on our team. At this time, any of the positions listed would be most valuable as volunteer or pro bono.

Please continue reading with the mindset of saving the day and finding where your talents can be committed to the plan. We are looking for:

1. **Board Members**
   a. Board members make up the governing body of the non-profit, determining policy and direction based on input from staff, partners and committees.
b. Requirements of the board include:
   i. Donating personally as well as seeking funds in various ways.
   ii. Serve on committees and participate in events.
   iii. Commit to showing up and doing the work – currently, this endeavor requires a working board, not a “put it on my resume” and barely show up board.

c. We propose having a few of the board seats filled by entities we are partnering with or supporting such as:
   i. Produce (representing the new Artist’s Program)
   ii. Chica’s Rock (children’s music education)
   iii. CC Songwriters (local talent base)
   iv. Omni Hotel (business partner + bonus: covers TRT’s request for representation)

2. Campaign Leadership Team
   a. Committee to coordinate local fundraising efforts plus communicate with the grant writers and board to make sure we are looking under every rock for $.

3. Operations Volunteer(s)
   a. We need a few people to help coordinate and keep on top of everything that is going on in communication with the board President (currently Monica Sawyer) and everything else. Some people call this role “traffic manager” or “mission control.” These roles can be filled by board members or other valuable volunteers and will communicate directly with the board.

4. Programming Committee
   a. This committee will serve as the liaison between the board, programming partners, and

5. Finance Partner
   a. We are seeking a new CPA to help with taxes, budgeting and some bookkeeping (looking for pro-bono or with a healthy discount)
   b. This person would also help communicate with our Historic Tax Credit Financing consultant.

6. Volunteer Coordinator/Committee
   a. PATCH gets offers from large groups often to help with the restoration effort. We need a point person to help involve the community beyond our basic cleanup. The Ritz is “the people’s theatre” after all and the more we can bring people in and give ownership to the project and create an “I helped make that happen” experience, the more successful we will be.
7. Media
   a. Social media and traditional media... if you like all things digital and can
      communicate effectively to the world, we want your help.
   b. Video editing: We are putting together a documentary and have old
      footage we can edit with new footage but need help.
   c. Need volunteers to film new events and meetings for documentary.
   d. Petitioning the current media outlets for specific involvement in our
      program: Caller Times, Radio stations, tv stations, etc.

8. Building Committee (Construction)
   a. See “State of The Ritz” section for more detail
   b. Need a group of people to coordinate estimating and initial stages of
      restoration.

9. Development Partners
   PATCH is working with the following agencies and corporations. The specific
   involvement of each is currently being developed.
      a. Main Street America
      b. Marina Arts District/DMD
      c. Texas Historical Commission (placed on Texas’ Most Endangered Places List)
      d. League of Historic American Theatres
      e. Nueces County Historical Commission
      f. The Omni Corpus Christi Hotel
      g. Citgo Petroleum Corporation

PATCH was formed to develop the Ritz Theatre as a hub of creativity that will play a key
role in the sustained economic development, enhanced quality of life, and preservation
of culture for the community of Corpus Christi. Your help is valuable to this cause.

Thank you. We look forward to you joining us on this journey.

Monica Sawyer
President, Corpus Christi PATCH, Inc.

In collaboration with Dusty Oliviera, Produce®, The Omni Hotel, DMD/Marina Arts
District, Main Street America, and many others.
I COMMIT TO HELP PATCH AND THE RITZ REVIVAL IN THE FOLLOWING WAYS

Please fill out this form as complete as possible to help us get you engaged in our new program. Thanks.

☐ I pledge my support of The PATCH Manifesto and pledge to provide support to the efforts of PATCH and the community to restore The Ritz and provide.

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I would like to be involved in the following parts of the plan (check all that apply).

**Structure**
- Building Committee
- Roof
- Doors/Windows/Access
- Plumbing
- Electrical
- Fire & Safety
- HVAC
- Stage

**Function**
- Programming Committee
- Food Truck Park
- Mural Project
- Festivals/Parties/Events
- Board Member
- Campaign Leadership Team
- Operations Volunteer
- Finance Partner
- Volunteer Committee
- Media

☐ I’m not sure, but I want to help!
☐ I’ll donate funds or in-kind services!

Signature ___________________________ Date ______________________