Coos Bay’s Egyptian Theater
A Success Story
1925 - 2005
From Movies to Empty to Movies

- Nov. 2005: Private Owner closes 3-screen venue
- Mar 2006: ETPA Incorporated
- Apr 2006: Egyptian Purchased by City of Coos Bay, ETPA manages for limited movie use
- Dec 2007: Mezzanine Restored and balcony re-opened to the public
- May 2010: National Register designation
- 2010 Structural Evaluation/Restoration Plan contracted by City.
City closes Egyptian Theatre

SAFETY IS CONCERN

March 15, 2011 11:00 am  •  By Nate Traylor, The World

The city of Coos Bay announced today it has closed the historic Egyptian Theatre until structural repairs can be completed.

The Egyptian Theatre Preservation Association and the Coos Bay Urban Renewal Agency will partner on a funding campaign to raise nearly $4 million to restore the city-owned movie house at 229 S. Broadway.
Good Plan

Results? Not so much.
Lemonade?

- Egyptian Theater nominated to Oregon’s Most Endangered Places List
  - Unclear if theater would ever reopen
  - Help sought for strategic plan, grants, advocacy, publicity
Taking a Business-like Approach

- Challenged assumptions re. condition and cost

Recommendations:
- Conduct a market study to build business case, attract donors & grants
- Engage an experienced consultant
- Take a phased approach

- Restore Oregon provided seed grant

- Publicity campaign to raise awareness, attract supporters
Assembling the Right Team

- City owners dedicated to the project
- Restore Oregon/Most Endangered status provided advocacy, seed grant, statewide visibility
- Preservation consultant guided planning
- Local Friends-of Egyptian Theater did fund raising
- Contractors selected who get historic buildings
Develop a Strategic Plan

- Preservation Plan
- Business Plan
Preservation Plan

- Market Based
- Phased approach
  - Structure
  - Systems/ADA
  - Exterior Phase 1

- Manage the Vendors
- Real Cost Estimates
Business Plan

- Confirmed market, economic viability
- Product offering
- Management structure
- Revenue
  - Fund raising
  - Ticket sales
- Expense
  - Restoration
  - Operations
Ask the right questions...
Fund Raising Plan

- Urban renewal
- Local Donors
- Foundation Support
- Fundraisers
- Seat & Tile Sales
- T-Shirts, Wine Walks, and…
- Walk Like an Egyptian
ETPA
Egyptian Theater Preservation Association

www.egyptiantheatreoregon.com
This is what success looks like
Keys to Success

- Have a viable plan & the right team.
- Get good advice (see above)
- Know your market (see above)
- Set interim goals…define achievable success in steps AND MAKE THEM HAPPEN!
- (Re)Build your local support – project success will follow
- Avoid the Mickey & Judy/Full Meal Deal scenario (unless you’ve just won the lottery).