



# City of Coos Bay

## Office of the City Manager

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### Press Release

The Egyptian Theatre Restoration Steering Committee met this week and accepted a report from Scott Goodman on developing a rehabilitation campaign for restoring the historic downtown theatre. The committee also reviewed a draft agreement between the City of Coos Bay Urban Renewal Agency and the Egyptian Theatre Preservation Association.

The research paper entitled *Successful Rehabilitation Campaigns* was presented to the Egyptian Theatre Restoration Steering Committee at their meeting August 24<sup>th</sup>. Mr. Goodman's research included contacting other communities with historic theatres, online research, and attendance at the National American Historic Theatre conference for the purpose of developing a rehabilitation campaign the Egyptian Theatre. The report recommends a three-prong approach of relationship building, customized cultivation, and one-on-one personal asks for a successful fundraising campaign. Mr. Goodman also emphasized the importance of developing the vision of what the theater could be, a community builder, and using the process of planning and creating the future vision as an opportunity to engage potential donors and partners in the project. "The successful rehabilitation campaign isn't about investing in a theater, it's about investing in a community," said Scott Goodman.

The committee reviewed the draft agreement and after review of the accounting process for the funds by the city's finance officer and the theater's preservation association, the document will be presented to the Egyptian Theatre Preservation Association board on September 1<sup>st</sup> and to the Urban Renewal Agency Board September 20<sup>th</sup> for approval by both boards.

For more information on becoming a member, becoming a volunteer, up-coming events, and donor programs, contact the Egyptian Theatre Preservation Association office located at 255 North Broadway, 541-269-8650, or visit the theatre websites [www.egyptian-theatre.com](http://www.egyptian-theatre.com) and theatre page on the city's website [www.coosbay.org/EgyptianTheatre](http://www.coosbay.org/EgyptianTheatre)

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