

Egyptian Theatre Capital Campaign Kick-off
October 12, 2012
Downtown Pedway Plaza



Paul Quarino and Anella Dumas



David Engholm

Gene Melton



Mayor Crystal Shoji



ETPA President Greg Rueger and
Capital Campaign Coordinator Bob More

Unveiling of the obelisk fund-
raising thermometer





Entertainment provided by the Dale Inskeep Band

Mark and Gina Daily, owners of the Outdoor In, donated several pizzas for the event.

An obelisk was chosen by the Egyptian Theatre Preservation Association as the fundraising thermometer for the theater restoration project. The obelisk is located on the south wall of the downtown pedway plaza and is visible by southbound Hwy 101 vehicular traffic as well as pedestrians. Mike Vaughan created the design of the obelisk and obtained donated materials for the project. The city arranged rental of the scissor lift.

The base of the obelisk represents ground zero, where we were financially in 2005 when Coming Attractions decided to close the Egyptian. The top of the obelisk has \$1,673,000 painted next to it. This represents the total of what we as a community have already invested in restoring the Egyptian plus the additional amount we will need to fund the work needed to re-open the theater.

- \$1,673,000 Total community has invested in the Egyptian Theatre
- \$1,021,000 Where we are today in our fundraising efforts – 61%
- \$ 123,000 Funds collected and firm commitments
- \$ 34,000 Anchor, lead donations from members of the community
- \$ 650,000 Amount to raise to meet our target
 - \$460,000 targeted from grants
 - \$190,000 targeted from community

The capital campaign kickoff event was held at noon Friday, October 12, 2012. Mayor Crystal Shoji and ETPA President Greg Rueger presided over the event which was attended by approximately 50 supporters.

Our goal is to have the Egyptian re-opened in 2014