

GRANADA BLOCK PROPERTY REDEVELOPMENT

Granada Theatre



This photo was snapped while exploring The Dalles during our sight visit !

GRANADA BLOCK PROPERTY REDEVELOPMENT



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Presented in the form so as to insure addressing all scoring criteria:

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Presented in Detail with Business Concepts and Market Analysis – A MUST READ

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Project Description (3.2.1)

Overview

The vision for this project centers around the Granada Theatre and multiple usage of the Recreation Center forward referred to as the "Complex." These structures become the integral foundation of the new Granada Cultural and Performing Arts Center (GCPAC). The GCPAC is intended to shine a spotlight on The Dalles with respect to tourism, local residents and increased population growth potential.

The plan includes development of the Blue Building for retail or restaurant opportunities and creative repurposing of the two parking lots. The plan is comprehensive in combining the requirements and objectives of the RFP and melding them with the creative concept forthcoming. All structures remain intact with attention to interior renovation and refurbishing. The parking lots are transformed with beautification into an urban oasis. This transformation, within the block development, will result in a beehive of activity with positive economic, ergonomic and environmental impacts for the area and a compatible vision blended with the active and ongoing development of the Lewis and Clark Festival Park and Columbia River shoreline projects. The plan is designed to work with and augment the goals of the city of The Dalles with respect to this area and to encourage foot traffic as well as offering new affordable retail space.

Operating costs are usual and customary in maintaining a profitable business atmosphere with regards to this plan. These include, but are not limited to, reassessed property tax, daily operational costs, physical maintenance, utilities, janitorial, full/part time staff and area safety management.

The intent of this plan is to create a personally successful thriving GCPAC that is profitable and sustainable and inserting our plan as a subset of the big picture plan of The Dalles. Inherent in this plan is creating a strong statement in the Columbia Gorge and beyond, for The Dalles to be recognized as the center and destination for arts and entertainment seekers.

Together, let us cement The Dalles as a lively *day AND night* destination for tourists and residents for the purpose of entertainment, family fun, attractive retail shopping, historical curiosity seekers, diverse culinary offerings, elevating

commerce thus boosting the local financial economy and, ultimately, shaping the quality of life in the community to attract potential residents.

The Plan - The Historic Granada Theatre



(Above-Artistic rendition of the “new” Granada Theatre after exterior renovation)

As has been the experience of the Granada and 100's of other smaller town, small house grand old theatres, and even 1,000 to 4,000 seat sized theatres in major metropolitan areas, the restoration of theatres is only a part of a successful game plan for their success. General contractors are not in short supply but *small house successful theatre formulas* are. We have established a track record beyond compare and have received countless recognition for our success from: international booking agencies, national artists' agents, producers, artists themselves, theatre managers, television, radio stations, newspapers and even have been recognized as Watseka “Citizens of the Year” based on the tourist influx

in to town leading to a boost in the local economic environment. When there is a show at the Watseka Theatre, businesses report staying open later and increased revenue including McDonalds, gas stations, Walmart, hotels, restaurants and more.

(Visit Addendum 1 – detailed Business Proposal and Market Analysis)

Presently, Charles Gomez and Debra Liddell have a budgeted bank account toward this development project which will cover the non-structural restoration of the Granada; state of the art sound, lighting, projection, staging, props, marquee and services to guarantee the Theatre’s newly found success. We have established equity in the Martin sound system and it is waiting to be installed into the Granada with a positive result in being chosen for this project.

The theatre is in need of work, both inside and out. Exterior projects include paint, wood restoration, marquee renovation and art embellishments (see artistic renderings). Interior needs include deep cleaning, restore/repair all surfaces, redefine existing interior floor plan for most efficient usage. Install state of the art audio, video, projection and lighting.

We look towards mid-summer 2016 for our first shows based on the real timeline negotiation and acceptance of this proposition.

*Picture the Granada Theatre and the Recreation Center together as a **Complex**.*



Recreation Center Plan



(Artistic rendition of the “new” recreation building front)

The investigation of many of The Dalles downtown commercial store front vacancies find unrealistic rent rates in the \$1,500 a month and up range, set by absentee landlords who would rather have the properties sit vacant if those rental fees cannot be met. Small local businesses exist only if their operating overhead is based with relationship to their sales.

Our plans for the Recreation Center (formerly the bowling alley) is to establish four small store fronts with the rent set for a three year period not to exceed \$400 per month per store front. Small boutique styled businesses to attract *tourists* and *residents* alike with a positive cash flow based on manageable rental overhead.

Store front details - We will create four retail storefront spaces ready for tenant occupancy save individual space design which will be at tenant expense. A common ADA restroom will be accessible and built at our cost.

The Complex:

In addition to the new store fronts will be the repurposing of the back portion of the building, keeping the commercial kitchen and establishing the ***Granada Diners Club***, a larger banquet hall to accommodate events, expos, small theatre

presentations and of course wedding receptions and private parties. The kitchen is shared and available to prepare food service for the Granada Theatre. Hence, the **Complex** is conceived. We intend to explore façade grants to recreate the new front of the recreation center. The signage will be moved and repurposed. The obvious construction needs in this building are challenging but by no means insurmountable. The products of this demolition will be recycled as much as possible. Repurposing of many items will be incorporated as art in the new facility. Maybe an artist would want to design a bowling ball *plein* art structure for placement in the gardens (to be discussed later). Soliciting of local artists will be made in offering materials resulting from demolition for use in their art.

The Blue Building

The Blue Building (as City Hall refers to it), also has the opportunity to establish at least three more additional limited rent based store fronts for continued growth and success and strengthening of this downtown area. All of these new and existing downtown retailers will benefit from the increased activity at the Granada Theatre.



(Artistic rendition)



(Artistic Renditions)



The North section of the building, facing 1st street and the Park has the visibility and traffic flow for the unique business of a Chicago branded Blues and BBQ club. It is

brought to our attention that The Dalles has a need for a relaxed atmosphere club with a reasonably priced BBQ menu and excellent local live music. This is one of many possible uses of this building.

The second floor of the Blue Building offers space for several loft apartments. Based on the downtown assistance program for second floor apartment remodeling, financing for this project will be solicited from the city.

The Western wall of the Blue Building, facing the partial excavated parking lot, will become an *Open Air Museum* for incandescent and paint vintage signs from the town that are no longer in use. This couples perfectly with a possible The Dalles neon museum and will begin with the relocation of the *Recreation Sign* from next to the theatre. This wall will be open to all approved signs at no charge except for a possible labor donation.

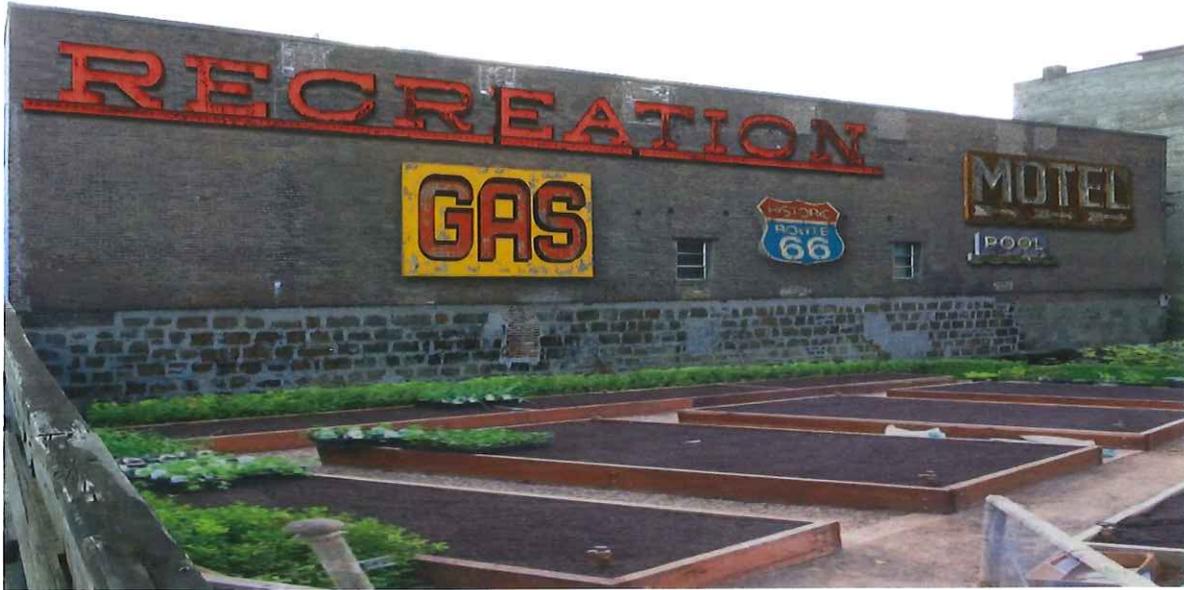


(Artistic rendition)

This is another testament to our vision of re-purposing and recycling efforts. What an eye-catcher from the freeway.

East Parking Lot

We are especially excited with our development concept for this space!



As the down town continues to offer assistance for above ground floor apartment remodeling, and with the addition of the newly constructed high rise housing, a strong need arises for additional green space and urban gardening. The entire lot will easily be developed into individual raised garden sections to produce flowers or foods for residents. Free to use with possibly a onetime service fee for maintenance other than bed management. This is a city beautification project that will benefit many and without a cost. The sidewalk fence that faces First Street and, is only around 40" high, also makes for a great location of banners and signage for Urban Greening, The Granada Gardens. High visibility is the goal. Imagine *plein* art structures, benches from the bowling alley and other recycled items being part of this rural haven. And these types of repurposed green spaces attract local, State and even national attention through the press and public broadcasting. Good publicity is good for everyone and being in the entertainment industry publicity is second nature to us.



This project will be user funded. Water will be sourced with rainwater cisterns with hoses and supplemented by the Blue Building (us, the owners) if needed. We will solicit and/or raise funds from the appropriate materials needed businesses and local residents. Grants would be explored for this urban greening project.

West Parking Lot

This open parking lot is in a perfectly placed location being faced with strong street exposure to the West and to the North. This lot is also of the size that Festivals of all types and kinds of entertainment can be presented and produced.



Picture the first The Dalles Blues and Brews Festival drawing beverage producers to town and pulling in tourists from The Hood River area. The side streets can be temporarily closed for vendors and artists, arts and crafts and foot and bike traffic alike that can easily accommodate thousands of guests. Charles has 13 years of firsthand experience with the Chicago Mayor's Office of Special Events producing events that ranged from Jazz Fest, Blues Fest, Folk and International Fest, Tastes and street fairs, not to mention 20 years doing the same production for Columbia College Chicago. Let The Dalles Festivals work with the schedules of Hood River in order to draw tourists from that area to The Dalles. Flea markets, Farmer's markets and Art Fairs can be scheduled in conjunction with other City events to increase pedestrian traffic. This area can be rented for the purpose of offering outside special events other than owner produced.



The visibility factor from the north, really increases the value of events in this area. Visitors will explore the Urban Gardens along their path of exploration of the downtown and adjoining tourist areas.

Construction Management (3.2.2)

We believe to have demonstrated comprehension of the required elements of our commercial development plan and have extrapolated the RFP definitions and scope of project to meld with our plan in a shared philosophy. Our ability to deliver a completed project in a timely manner involves controllable and uncontrollable factors. In the perfect scenario, this is our timeline.

Business Proposal Timeline

Based on a reasonable approval process from the city of The Dalles:

- 1) Granada Gardens = April, 2016.
- 2) Festivals at West parking lot, Court & 1st St. = June, 2016.
- 3) Granada Theatre first concert July, 2016.
- 4) Commercial kitchen, Café and Ice-Cream Parlor July-Sept. 2016.
- 5) Re purposed Rec Center – Oct. 2016, in time for the holidays followed by the banquet facility in time for proms and holiday corporate parties.

New business and job opportunities created from our vision of the Granada Project:

New business area in the downtown.

Presently we have individuals interested and ready to establish their businesses and or manage for:

- 1) Studio 210
- 2) Rag-A-Muffin
- 3) Diners Club & Catering
- 4) Granada Ice Cream Parlor
- 5) Curly Up & Dye (?)
- 6) Chicago Pi (wood oven pizza)
- 7) 6) Chicago Blues & BBQ

Theatre associated job opportunities overseen by Charles & Debra.

- 1) General property manager.
- 2) Theatre Manager.
- 3) Box office.
- 4) General house staff (As many as 4 positions).
- 5) Audio,
- 6) Projection.
- 7) Lighting.
- 8) Café sub-lease.
- 9) Chef for Theatre working out of the remodeled commercial kitchen at the Diners Club.
- 10) Café house staff. (As many as 4 positions).

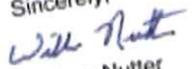
Property Management (3.2.3)

Letter of Recommendation

To Whom It May Concern:

My name is Bill Nutter and I am writing this letter to help confirm your choice in using Chuck Gomez in restoring your local theater. Chuck took "The Watseka Theatre", a local landmark, that was neglected and run down for a number of years and has since turned it into a centerpiece attraction for the City of Watseka. The theater was highlighted in the recently completed comprehensive plan for the City of Watseka. Top entertainment, such as The Marshall Tucker Band, The Outlaws and The Association have graced the main stage of the theater. I have met people from all over the country that have come to the theater for the opportunity to see live entertainment. Chuck's attention to history and detail are reflected throughout the building. In my opinion Chuck would be an excellent addition to your project. If there are further questions feel free to contact me at 815-471-1321.

Sincerely,



William Nutter
Alderman, City of Watseka

Essence of Operations

People

Employees, patrons and musicians are the essence of our operations. The Watseka Theatre is an amazing adventure and it is very important that everyone involved has fun when performing their jobs while maintaining a safe, professional environment for all.

Accessibility

As owners, part of our success at the Watseka Theatre is our hands on presence at all events. A friendly, family-like and neighborly feel is our style and goal.

The "WE"

We are not a corporation buying up theaters. We are real people who are "living the dream" and are very happy doing it! We are prepared for this moment!

"I have been to well over 500 shows in my life but I will always remember the Bret Michaels show at the Watseka Theatre. From the day I bought tickets to the night of concert I was treated like you were talking to your next-door neighbor. Its nice to go to a concert and be treated so good." - Thomas Coughlin

"Best place to see a concert because the staff treats you like family, and I will never go to the Assembly Hall again to see a concert." - Dan Teegarden

Testimonials

** As found in our guest book from ticket buyers & concert goers*

"Hey all, just went to see one of my idols, Jack Russell and the new version of his band, Great White. As a music promoter and musician, I just gotta say that the concert was great, the venue fantastic, and the people who run Watseka Theatre are absolute the best. Great job Chuck!!! You will be seeing me often, and I even gave the concert a write-up on my website...Fantastic place to see any band!!" - Mark Stanley Talbot, IN

"The Watseka Theater is our favorite concert venue now & we go to ALOT of concerts in the Chicagoland area! We saw Tom Keifer & Jack Russell's Great White at the Watseka Theater this summer! We love the atmosphere, the sound, the comfy seating, the food, the bar...pretty much just about everything! Looking forward to seeing many more shows! Peace, Love & Rock N Roll!!!" - Shannon & Tim Yuhasz Bourbonnais, IL

"Saw Jack Russell's Great White at this dandy little theatre. Fantastic show. Great little venue, great sound, and the guy that runs the place seems like a really nice guy who genuinely cares about his customers. Hope to see some more rock shows here in the future." - Mark & Jill Wilson El Paso, IL

"Had a GREAT TIME TODAY with the dinner show for American English! The owners and crew treat you like family! Well worth the 1hr 15min drive! Best dinner theater in central IL! Look forward to the next concert! Highly recommended!" - Wayne Germain Pontiac, IL

"Such an amazing time last night at the Buckcherry/Girl on Fire concert!!! Loved the atmosphere and all the staff were amazing. After a night like that...We will be back!!!!" - Emily Lee Rankin, IL

"Drove down to Watseka to see Pure Prairie League. What a great show and a great venue!. It is obvious that the owners love music and it shows! Check this little gem out!" - Mark O'Donnell New Lenox, IL

"A great big thanks to all at the Watseka Theatre for making our anniversary a night to remember...good food, great people, and of course The Outlaws!!! Awesome show! You have done an absolutely beautiful job on the theatre. " - Sherri Fleckenstein Onarga, IL

(Visit Addendum 2 -a comprehensive insight into our ability to manage these commercial properties)

Financial Packaging (3.2.4)

The Watska Theatre is presently the only totally renewably resource heated theatre in all of North America. We feel that can be the bases of working hand in hand with the Community College and their renewable fuel programs. We strongly believe in cross promotion and view the theatre as one of the hubs for business, school, town and community.

Purchase plan

We offer:

- 1) Complete on site management of all aspects of the proposal.
- 2) We will make an immediate \$25,000 local bank deposit in our name for initiation of this project.
- 3) Complete and no charge to The Dalles commitment to oversee the production development of the City's Civic Auditorium.
- 4) A \$2 per ticket from all national act events performing at the Granada Theatre donated back to the City for perpetuity.**
- 5) A one dollar total purchase price to the City for the project. (Negotiable).

We have been quietly working on this project for several years, waiting in-line behind the previous development group. They made larger financial commitments to the City with very small progress whereas we plan on making a smaller financial commitment to the City with ground breaking to start immediately.

In order to make long term tenants and the sound redevelopment of this part of town we need very reasonable rents. How can that happen if the project has a huge purchase price down payment that would have to be returned through high rents and admission fees. We will offer rents to the community not to exceed \$400 per month which in turn will solidify the new business we develop.

Presently we have funding in hand for complete non-structural restoration of: the Theatre, commercial kitchen, Café, Ice-Cream Parlor, Granada Gardens and equipment for the first several festival event presentations. The Diners Club and Catering center soon to follow.

We have provisions in place to take advantage of a gift of value with support from family member Mr. Stanley Steed. He dedicated funds for the restoration of our Watseka Theatre in the very beginning.

Our only outstanding debt is a mortgage balance on the Watseka Theatre of \$35,000 with monthly payments of \$640.

We are aware of historic and preservation programs and at this point do not have plans to use these. This may change with property acquisition and on a need basis.

Financial Capacity/Developer Experience (3.2.5)

Biographical Resume'

CHARLES GOMEZ PRODUCTION

Charles Gomez

Performance Experience

Age 12, First paying musical production. Local 'Pit" band.

Age 15, Joined The American federation of Musicians, local 10-208.

Age 15, First tour with the Who's first U.S. tour.

Age 16, Tour with The Association.

Age 17, Tour with Sam the Sham. Graduates Thornton

Township High School, within a 3 year program.

Bachelor of Arts Degree:

Attends University of Arizona and then Graduates from Southern Illinois University within a three year program.

Double Major, Music Performance and Music Education K-12 B.A. degree.

Four years Public School Systems, Herrin, Illinois through Cissna Park, Illinois, Band Director.

Charles Gomez Production/Pro Music Career

(overlapped):

20 years Columbia College Chicago Site Producer & Special Events.

20 years of national tours working with 100's of top talent marquee name performers.

13 years Mayor's Office of Special Events Chicago.

4 years Jim Henson Associates, The Muppets which brought me to Portland, OR the OMSI.

4 years Governor's Staff, State of Illinois Building.

Misc. private and corporate events. Production services for: 2 Presidents, 5 Chicago Mayors, 2 Federal Senators, 4 IL Governors, Klaus Noble (Nobel Peace Prize Fame)

Secular Related Productions:

Pope John Paul II U.S. visits/tours(s), Introduction to Chicago of

Cardinal Joseph Bernadine & later Cardinal Frances George, Greek

Orthodox Arch Bishop's very first U.S. visit/tour, Dali Lama,

Episcopal Bishop installation and design and installation of their St. James

Cathedral hidden sound system, World Wide television broadcast of the Chicago portion of the Princess Diana funeral, Jack Brickhouse's televised

funeral services through the Super Station WGN television etc....

Theatre Production

Technical Director, Chicago: Drury Lane, Goodman Theatre, Art

Institute, Chicago Cultural Center, Briar Street Theatre, Organic Theatre, etc...

2007-Present:

Watseka Theatre - Owner/Operator with Debra Liddell

Productions include: Ballet, Opera, Classical. Comedy, Rock& Roll, Country, Rock, Blues, Expos, Medical Clinics, Law Enforcement, Seminars, Proms, Weddings with full receptions, Reunions,

Anniversaries, Parties, Banquets, Award Ceremonies, In House Television Productions and Broadcasts, Live Feed Radio Broadcasts and much more.

Hosted television crews, such as WCIA, WGN and Illinois Stories, that bring attention to not only the theatre but the town.

Debra Liddell

Debra Liddell is a former Portland, OR resident from 1976-2000. She is a retired dentist who received her degree from OHSU in 1992 and is a musician and fiber artist. Degrees include a BS in speech communications, AS in Dental Hygiene and a D.M.D. in Dentistry.

The decorative restoration involved with the Watseka Theatre is her handiwork. She fabricated the new presidium curtain over the theatre stage out of 40 feet of black velvet using the colorful appliques cut from the original curtain, recreated missing decorative art objects and restored all of the 1931 wall light sconces and chandeliers in the theatre proper and lobby.

Other duties at Watseka Theatre include artistic involvement with choosing performers, employee management, scheduling of non-concert events, creating and maintaining theatre website and associated social media, handles all ticket sales with self-designed digital programs, responsible for all restaurant fine dining and catering recipes with hands on cooking, occasional ticket booth operator for events, monthly taxes for the Club Café and, as an owner, whatever the heck-in-the-world needs to be done at any given moment.

Either one of these owners are capable of managing and completing mixed-use projects but together their potential is exponential. Evidence lies in the operations of the Watseka Theatre and the teamwork required to bring a project to fruition.

(3.2.5 #3 & 4)

Refer to Sealed envelope labeled "Taxes" contains last three years data.

We have \$135,000.00 of working capital on hand. Equity of \$85,000 in an already paid technical equipment package of which both are earmarked for the Granada Block Development.

Design and Engineering (3.2.6)

At this point of the development we know we will be needing consultations and permits. We are not planning construction or engineering that requires an architect at this time. We are focusing on re-usage and repurposing of this property.

Our architectural experience and preservation of historic values is most evident in our refurbishing of the Watseka Theatre. We respect the history, detail and intent of builders of the Granada Theatre and will strive to maintain that snapshot in time for the generations that follow. We demonstrate creativity in this property usage plan that stimulates connectivity in all forms of transportation in negotiating between elements of this development.

Please feel free to contact us with any and all questions and or concerns. We will partner with The Dalles to develop an incredible future for the total Granada Project.

Addendum 1 offers the Detailed Business Proposal and Market Analysis and is a major component of our Granada Block Development proposition. Please visit this document that follows now.

ADDENDUM 1

ADDENDUM 1

(ADDENDUM 1)

Business Proposition and Market Analysis

Granada Block Property Redevelopment

Dec. 2015



**Charles Gomez and Debra Liddell
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Introduction

This document provides the plan to finance, design, construct, and operate a new Granada Theatre Arts and Culture Center in downtown The Dalles.

There is great community support and vision for this project and it has been several years in the making, fueled by a growing population of artists and those who value the arts. All seem to recognize that the time has come for The Dalles to enjoy cultural facilities of its own in a vibrant city center. The Historic Granada Arts and Culture Center would serve the community as a venue, gallery, educational facility, and gathering place. It is envisioned as a facility for use during daytime and evening hours with a variety of activities and experiences offered to a diverse group of users and patrons.

This plan is made possible by the commitment time, input, and vision of many supporters. We thank them as this project now takes the next step in turning that vision into a reality.

Background

A great arts facility for a great community: that is the vision of Charles Gomez and Debra Liddell share for the community of The Dalles. This vision is supported by a growing group of advocates, artists, business leaders, and community members as desirable. An arts facility is specifically mentioned in many civic plans as a catalyst project for development of a vibrant urban center that is accessible, sustainable, and livable.

With a city population of over 15,000, and an area population of close to 90,000, The Dalles has come into its own as an urban center. No longer content to be recognized as Hood River's "other" community, The Dalles stands ready to take its rightful place in contributing to the arts just as the business community has contributed to the economy in making the County the fastest growing in the state.

The Trend

The attributes that contribute to the highest quality of life include the arts. One of the most visible symbols of a community's commitment to arts is a state-of-the-art cultural facility. In most communities, at least 60% of the population is very interested in a strong performing arts center (PAC), and over 85% express great interest in summer concerts and festivals. Other comparable cities such as Tempe, AZ; Walnut Creek, CA; and Manassas, VA that are close to major metropolitan areas have developed successful cultural arts facilities.

In 2011, in writing about the opening of the Hylton Center in Manassas, VA, *The Washington Post* wrote:

If the 1970s saw an increase in performing arts organizations, the 1990s and 2000s have seen a notable increase in places built to house them....Here's what's striking about these new performing arts centers: they aren't in the city...these centers also reflect a shift in what people want from the performing arts: more hands-on participation, less formality, more needs of the community.... Regional centers may be the wave of the future.

(The Washington Post, 1/17/11)

The Need

Clearly, the residents of The Dalles value education, cultural diversity, and the arts. The need exists. The Dalles and the surrounding area boast many professional and community performing arts organizations with no place to truly call home. There are also numerous professional touring companies such as the Portland Opera and Oregon Ballet Company as well as national and international touring companies of music, dance, and theatre that would visit The Dalles if there were an appropriate venue in which to perform. Additionally, there are currently relatively few venues for workshops, classes, films, social events, conferences, or large gatherings in the community. The Historic Granada Performing Arts and Culture Center would meet these needs and many others.

The Plan

Purpose

The purpose of this document is to provide a plan for restoring, repurposing, and operating the Historic Granada Theatre (the working name).

This business plan will address:

1. Why The Dalles needs and arts and cultural center
2. What we are planning to restore
3. How we will repurpose it
4. How it will be operated, managed, and funded

Situation Overview

Project History

The initial study began in 2013 and was updated in 2014 and again most recently in October of 2015. The area demographics spoke strongly of the need and desire for a Performing Arts Center (PAC) for The Dalles. The impact of a PAC drawing nationally recognized artists to the downtown location of the Historic Granada would undoubtedly increase tourism-based economic growth for the entire region. Just as the town's Cherry Fest and Rodeo bring guests and their spending power to The Dalles, so would the Granada but on a larger scale, and more often. The Historic Granada already has an 85 year history of bringing folks downtown. This plan provides an opportunity for it to do so for the next 85 or 100 years. Not only will the theater be reborn, but the parking lot to the North West is the perfect location for numerous music festivals throughout the seasons.

Why The Dalles needs an Arts and Culture Center of activities

Presently, The Civic Auditorium is the city's main and best-suited performance venue. The Historic Granada offers a matching venue along with but NOT in competition with the Civic. In considering dual venues, one need only consider Branson, Tin Pan Alley, Music City, the French Quarter, and on larger scales, Carnegie Hall, and Lincoln Center to understand that we proposing developing a THEATRE DISTRICT. Imagine, if you will, a night of twin billings where patrons attend an event at The Civic Auditorium, and then are transported to the Historic Granada for another event. Visitors would shuttle past shops and restaurants, and guests would stop at food vendors and boutiques open late into the night for the special events. This would be a new dawn for the area. Urban renewal literature reveals the Arts as a base of successful development and expansion.

The Arts are Good for Business

Businesses in The Dalles rely on a qualified labor force, and the city delivers. Over 85% of residents are high school graduates, and over 25% have a college degree. But attracting and keeping skilled labor takes more than just good jobs-it takes great schools and a livable community. Arts and cultural facilities can mean the difference between a nice community and a great place to live. Great arts events can attract and keep leading-edge artists and performers.

A study conducted by the Regional Arts and Cultural Council and NW Business for Culture and the Arts has found that the arts are indeed an "Economic engine."

If we figure that the average audience member spends between \$20 -\$40 at every arts event beyond the ticket price, we can see how an additional venue with additional events can help revitalize our urban center and catalyze investment.

The Arts are the Heart of Lifelong Learning

Young students are inspired by personal experiences with the arts. When they think back, most adults will remember defining moments of their youth at a fine arts event, concert, or interaction which lives in our hearts and minds even today, perhaps many decades later. The Historic Granada Theatre can easily become that kind of venue offering an Open Door Policy for educational use of the facilities.

Additionally, the local community college offers coursework in theatre related to technical practicum as well as theatrical performance study. What better place to gain valuable real-life experience than hands-on work under the tutelage of professionals in an operating theater hosting both local and national talent?

Let the Historic Granada Theatre become the standard and torch-bearer for free use of its facility by educational organizations. Proximal regional areas in the states of Oregon and Washington could look to the Granada as the educational rock on which scholastic fine arts stands.

The Chamber of Commerce supports Theatre Development too

The community of Hood River appears to be the envy of businesses in The Dalles. While Hood River may have its wind surfing, The Dalles is perfectly poised to offer its THEATRE DISTRICT. With a newly revitalized Historic Granada Theatre, the new total arts Centre will offer **Outdoor** music festivals from Blues to Jazz,. Classical to Swing, from West Coast Cool to Rock and Pop. Local breweries can sponsor festivals, the arts, farmers' markets, antiques and flea markets, and **Indoors**- everything from nationally acclaimed performers to the local dance recital or school play.

We have a Unique Opportunity

It's hard to imagine a life without the arts. Yet today, apart from the dwindling opportunities afforded through the schools, many of today's youth are missing out on the full menu of art and the performing arts. Don't let this happen to the youth of The Dalles. The arts and the cultural events and festivals proposed offer the opportunity for inter-cultural and inter-generational enjoyment of a wide variety of arts that feed the soul and increase our tolerance and understanding of the world and its people and of our own culture and heritage. We already have The Civic, but we could have so much more. Revitalization of the Historic Granada Theater and its constituent properties will result in a lasting legacy where we come together to celebrate the arts and foster a lifelong pursuit of arts and cultural enrichment for generations to come. The Granada has a rich 85 year history. Let's give it 85 more, or 100, so our children and grandchildren can benefit from the vision we share today.



Market Analysis

The Dalles population is over 15,200 and is projected to grow to over 19,000 by 2030. The median household income is \$44,352. Houses in The Dalles are valued between \$174,300 and \$179,300. The median age of residents is 39.3. These figures suggest that there is a local market for an arts venue as education and income levels are highest predictors of arts participation. The property values suggest a relatively stable business and economic environment as well.

Favorable reviews on Trip Advisor and other comparable sites indicate that guest lodging is available in several nice hotels in town to accommodate tourists. However, though many sites offer praise of museums and similar daytime attractions for The Dalles, nothing is mentioned of any nightlife save some nice restaurants and pubs. If wind surfing brings people to Hood River, and the museums and other activities bring them to The Dalles, there needs to be something that keeps them in town at night. A concert, a play, an art exhibit, or a festival in the newly refurbished Historic Granada Theatre is just the remedy to keep tourists in town to take in the show, visit the local shops, stay in our nice hotels, and dine at our fine restaurants. Many markets will be positively impacted by the renovation and reopening of the Historic Granada Performing Arts and Culture Center.

Needs Analysis and Facility Recommendations

An outline of the recommended repurposing program is designed to address the following needs and issues:

1. Auditoriums, stages, and backstage/technical/support spaces that are designed and sized to be responsive to the needs of area professionals and community users

2. Theatre and lobby that are restored to feel busy and well-filled from the outset” not designed to be something the community will “grow into”

3. Theatre with technical capabilities that anticipate increased use of technology (such as projections) as scenic elements, but also provide the capability to produce technically challenging and exciting productions that meet the demands of increasing technological advancements in the 21st century

4. Acoustic excellence for live music and for recording

5. A facility that can quickly ramp up to a financially viable usage level

6. A lobby that feels vibrant and dynamic, augmented by multipurpose spaces when several simultaneous activities are occurring

7. A lobby and Café that “sticks” a place where people meet or groups gather for coffee, bar service, light food, and fellowship

8. Flexible spaces for diverse uses including art and dance classes

9. Gallery to exhibit art of professional artists as well as adjudicated art shows from the local community college and high school

10. Outdoor space that can be used for plein art, sculpture, and performances

11. Transit available, and also accessible by foot or bicycle

12. Constructed to meet high standards energy efficiency and sustainability

13. Rehearsal spaces and scene shop are also planned as part of the facility

The Planned Venue

At this point, the expected venue will comprise approximately 10,000 Sq ft plus 10,000 sq ft plus 5,000 sq ft. These dimensions will include the following:

1. Main stage (400-500) seat capacity,
2. Second stage (150 seat capacity, Granada's Diners Club facility)
3. Theatrical lighting and sound equipment (in each theatre space)
4. Lobby/Gallery
5. Multipurpose space (to extend lobby capacity or for separate gatherings)
6. Classroom (with sprung dance floor)
7. Classroom (art, wet space)
8. Catering kitchen
9. Café and Bar(s), (1,000-1,500 sq. ft)
10. Bar and Café
11. Ice Cream Parlor
12. ADA restrooms
13. Box office with ticketing system
14. Staff offices (shared offices)
15. Meeting/ Conferences room
16. Dressing rooms
17. Maintenance shop (basement)
18. Lighting /Sound shop (basement)
19. Backstage and storage areas

Building Ownership

Private funding will be used for the re-opening of the Historic Granada Theatre coming from Charles Gomez and Debra Liddell joint ownership of the entire project. Available government grants, loans, and additional private funding will be obtained.

How the Historic Granada will be managed and operated

At one time, nearly every city of size (1,000 or larger) in America had a theater, a performing arts center, or a grand old vaudeville house. That is not the case any longer. Small venue houses are a thing of the past. Most of those theaters have been torn down or converted into shopping districts, many located in prime downtown real estate areas. Today only four (that we know of) small house venues of 500 seats or less exist and operate profitably in the United States. Our experience owning and running the 375 seat Watseka Theatre for the last eight plus years has provided us with the appropriate skills set and contacts to make small house venues profitable and welcomed by the general public. Our ownership and management team will continue to do what we do best; and that is to manage and operate successful small house Performing Arts Centers, this time in the Historic Granada Theatre. We have grown and continue to grow larger and stronger with ever show bringing bigger and more recognizable acts to Watseka.

Employment at the Granada

The owners will serve as the Senior Program Managers for Arts Culture, and Events.

In the initial years of operation, the Granada is prepared to hire for the following positions:

- 1) General Manager
- 2) Technical director
- 3) Financial Manager
- 4) Customer service Director
- 5) Marketing and Development Manager
- 6) Office Manager/Administrative Assistant
- 7) Part- time employees for box office, technical support, and front of the house including concessions

Job Descriptions

The **General Manager** will report to the Senior Program Managers. The General Manager will be responsible for hiring, training, and managing staff; staffing board meetings; interacting with city maintenance workers and other community workers and patrons; contracting with renters, managing resident company relationships, and fiscal management.

The **Technical Director** will report to the General Manager. The Technical Director will be responsible for all of the facility's systems including theater lighting, sound, booth, audio visual, HVAC, phone and computers. The Technical Director will be responsible for inventorying and maintaining theater-owned equipment.

The **Marketing and Development Manager** will report to the General Manager. The Marketing and Development Manager will be responsible for all Marketing to attract renters, media relations, website, collateral, social media, maintaining the monthly events calendar, corporate sponsorships, special events, and fundraising for the Performing Arts Center Annual fund for systems, and services.

Maintenance, Janitorial & Landscaping/Snow Removal, and related services will be managed on a contractual basis with local providers.

Facility Programming

As a programming consultant with well over 30 years of experience, I will be working with the community and the project architect to further refine the specific details of the building program and facility configuration. This will streamline communications with the architect throughout the process and ensure that the facility meets the artistic and community needs. The programming phase will further refine the details of the facility and plan and specify all of the technical capabilities of the facility.

Programs

There will be three basic types of artistic offerings at the Granada:

- 1) Performances in the theatre
- 2) Visual arts exhibitions and art shows
- 3) Educational programming including lectures, classes, workshops, and youth summer arts programs utilizing the theatre and rooms created in the Recreation Center

Projected Users of the Theatre

Non-profit users include community groups, schools, and touring performers who receive subsidized rates. Most of these would be one-time or short-run users. We anticipate that approximately 38% of use will be in this category. These might include a dance school recital, a three-week run of Nutcracker performances, a weekend film festival, TED talks, The Dalles community band weekend of concerts, and many others. Examples of touring groups that could be solicited to perform are listed in **Addendum A**.

For profit users include touring performers, business, and individual renters who pay full rental rates. These would include using the space for conferences, business presentations or sales meeting, weddings and anniversary parties, or for-profit performing companies.

Classes and Workshops

Aside from the main stage performances and touring companies, The Granada Performing Arts Center is envisioned as much as a 14-hour venue, meaning that it will potentially be in use from 8 am to 10 pm on any given day.. During the day, there could be exercise, dance, or art classes in the classrooms, lectures or films in either theatre, sales meetings or conferences, children's after school theater classes, and visitors enjoying coffee and an afternoon pre-show theater talk in the

lobby. One or more summer programs for you are also anticipated. These uses would be a mix of rental of PAC (Performing Arts Center)-developed educational programming.

Theater Design and Equipment

A **Theater Design Specialist** may be brought in to help design the auditoriums, stages, and backstage facilities including recommendations for booth configurations, electronics, lighting grids, light and sound equipment, acoustics, and HVAC systems. Other project consultants may help identify box office systems, catering, kitchen facilities, etc.

Box Office

A web-based box office ticketing system will be in place and the appropriate computer system purchased as part of the capital campaign.

Lighting and Sound

The Granada Theatre will be outfitted with a lighting and sound package that is appropriate to the venue and meets the needs of most renters. Some users will desire to augment this package with outside rentals, especially for special effects, musical theater, and other specialized applications. AV equipment (projectors, screens, microphones, and podiums) will also be available for rent for business renter, film series, classes, lectures, etc

IT & Phones

Office equipment and copier lease are included in the operating budget.

Parking

The Historic Granada Performing Arts and Culture Center will require additional parking for visitors, employees, and guests of the facility.

Parking will be provided mainly in the lots adjacent to Court and Washington streets. Available transit in various forms will be provided so that visitors and employees can arrive via trolley, tour buses, bikes, carriages, and by foot. The Historic Granada will explore options with neighboring lot users.

Finances

Like libraries, parks, and community centers, municipal performing arts centers are community benefits that serve a diverse audience and are designed to be accessible to many people regardless of income levels. Because most of their local, frequent users are themselves not-profit organizations, municipal performing arts centers usually offer a rental fee structure that requires annual subsidy and their own ticket prices are kept deliberately low. The financial goal, therefore, is sustainability creating an income and expense model that is predictable over the long term, avoiding any unnecessary risk while ensuring that the facility is well-utilized, well-maintained, and serves the public.

There are many potential revenue streams for the Historic Granada Theatre and Performing Arts Center (PAC) including but not limited to:

- 1) Space rentals
- 2) Equipment rental fees
- 3) Services fees (such as catering)
- 4) Facility Fees
- 5) Box office fees (for web-based ticketing)
- 6) Café and other vendor space rental
- 7) Concessions
- 8) Overhead and maintenance fees
- 9) Tickets and tuition fees for events and classes

Space Rentals

Multiple spaces within the Performing Arts Center will be available for rent, including the large and small theaters, lobby, gallery, multipurpose room, classrooms, and outside patio and lot space. A sample rate chart (2014 rates) is included in **Addendum B** which provides rough estimates of proposed fee structures. The reality of rental costs will be determined in real time with occupancy and market value. Renters may also avail themselves of additional services to augment their rental. These may include rental of other equipment that the PAC owns such as a podium, extra lights, tables and chairs or a piano, or staff support such as a lighting or sound technician.

Café and Concessions

The PAC will lease a 1,000 to 1,500 square foot space within the facility to a café operator to serve coffee and pastries in the morning, light fare for lunch, and perhaps boxed salads and sandwiches for the preshow dinners. It will be accessible to visitors and those working the neighborhood, increasing the available dining options and helping to create daytime activity. Based on \$500/ month rent, the café will generate an income of \$6,000 per year for the center. The PAC's contract with the café operator may specify that the PAC receives a percentage of the café's revenue after a certain income level is attained.

Additionally, the PAC will operate its own concessions before shows and during intermissions for the projected income (based on industry figures) of \$1 per patron. In addition to the café, the Center will house a small catering kitchen for events and catering

Overhead Fees

In addition to base rental fees, renters will be charged overhead fees to cover cleaning, security, credit card charges, maintenance and repair of

equipment, and crew charges based on a calculated percentage of overhead rates.

Fundraising

To help offset theatre overhead costs for nonprofit users, subsidize costs for visiting performers to keep the ticket prices affordable, and to help provide scholarships to music, dance and theatre classes as well as summer performing arts programs at the Granada, various fundraising opportunities and underwriters will be sought periodically.

All efforts will be made to keep these overhead costs to the bare minimum. There is a learning curve associated with all projected costs,

Addendum A

The Granada will reach out to these Portland-based groups and to local performers as well.

Bag and Baggage theatre
Beaverton Civic Theatre
Beaverton Symphony
Bodyvox
Broadway Rose Theatre
Classical Indian Dance
Hula Aloha
ISing
Jayanthi Raman Dance Co. & Natya Dance Academy
Jiao Ying Chinese Culture and Art School
Kalakendra
Masque Alfresco
Metropolitan Youth Symphony
Murray School of Irish Dance
Music in Small Spaces
MVP Dance Elite
Oregon Children's Theatre
Pacific Talent
Painted Sky/Northstar
Pixidust Productions
Portland Baroque Orchestra
Portland Chamber Orchestra
Portland Festival Ballet
Portland Irish dance Academy
Portland Youth Ballet
South West Music School
Tatyana's Ballroom
Ten Tiny Dances
The Portland Ballet
Tipsy Tappers

Addendum B

Rental Rate Chart (2014-2015)

Rental Rates Space	Residents/ Primary users			Non-Profit Users		Commercial Users	
	Perf.	Reh.	Per week	Perf	Reh	Perf	Reh
Small Hall	\$400	\$200	\$1,600	\$550	\$275	\$1,200	\$625
Large Hall	\$600	\$300	\$2,750	\$800	\$400	\$2,000	\$1,000
Lobby	\$350			\$500	\$250	\$1,000	
Multipurpose Space	\$250			\$300		\$500	
Classrooms	\$100			\$125		\$150	
Outdoor Space	\$500			\$750		\$1,000	

- Note: Rates are based on national comparable rates and the Winningstadt Theater and the Soreng Theater (Holt Center).
- This is meant as a historical reference and not intended to reflect the marketplace costs at the time of occupancy in the Granada and extrapolated to The Dalles Civic Center.

ADDENDUM 2

ADDENDUM 2

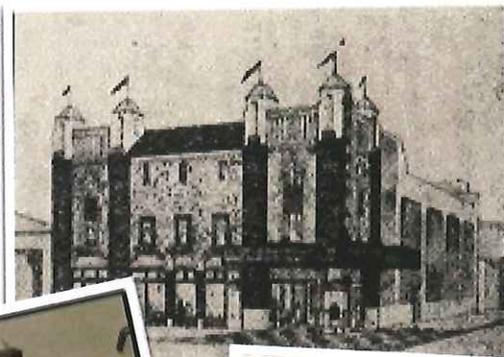
Addendum 2 - Testament to the Watseka Theatre

THE GRANADA THEATRE

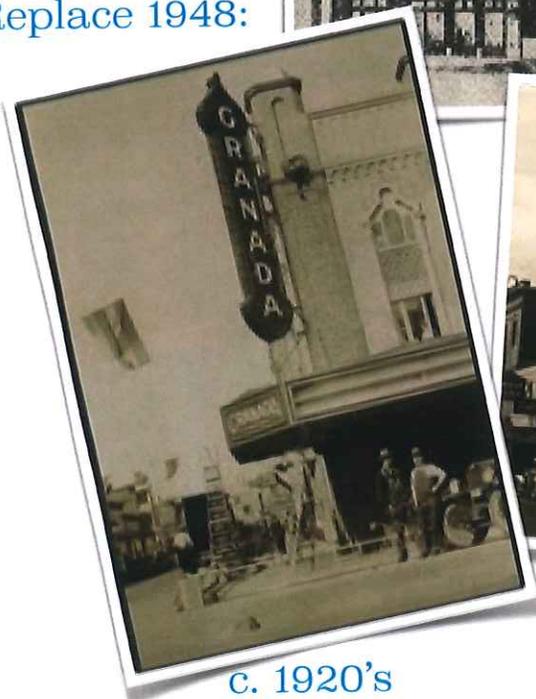
Charles Gomez Production Proposal

To Return The Historic Granada Theatre To It's Former Glory

Original Design:



Original Sign
Replace 1948:



c. 1920's



c. 1948

Our Vision

The VISION begins with melding the “new Granada” into the existing Dalles and Columbia Gorge communities, establishing The Granada as an integral part of the local social and economic landscape. Our plan of usage includes a live music venue, showing old movies, developing the cafe as an adjunct to events and incorporating community/local school events and private parties in our offerings. The Granada Theatre is a part of the local history of the area and deserves to be restored to glory with a repurposed usage plan.

Restoration

It is our greatest desire to restore this historic building using local artisans and residents who have a love for the history of The Dalles & The Granada Theatre. As you review our Watseka Theatre before and after images, allow us to note that the theatre did not have heat, A/C, seating, load bearing or structurally sound floors, carpet or proper performance stage, etc. Relying on the help of local craftsman, we were able to restore the Watseka Theatre for opening night in slightly more than 7 months and look at a working time table of 12 months for the Granada.

Decor

We will bring the exotic atmosphere of the Moorish architecture inside to the theatre itself as well as the lobby and cafe/lounge area. Keeping with the Moorish vibe, the Theatre and Lounge will be filled with rich, vibrant Reds, Purples, Teal and Magenta.

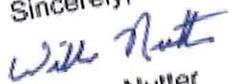


Letter of Recommendation

To Whom It May Concern:

My name is Bill Nutter and I am writing this letter to help confirm your choice in using Chuck Gomez in restoring your local theater. Chuck took "The Watseka Theatre", a local landmark, that was neglected and run down for a number of years and has since turned it into a centerpiece attraction for the City of Watseka. The theater was highlighted in the recently completed comprehensive plan for the City of Watseka. Top entertainment; such as The Marshall Tucker Band, The Outlaws and The Association have graced the main stage of the theater. I have met people from all over the country that have come to the theater for the opportunity to see live entertainment. Chuck's attention to history and detail are reflected throughout the building. In my opinion Chuck would be an excellent addition to your project. If there are further questions feel free to contact me at 815-471-1321.

Sincerely,



William Nutter
Alderman, City of Watseka

Regionally Venue Competition

Name	Capacity	Proximity
Maryhill Winery Amphitheater	4,000	40 Miles
Vault Bistro & Pub	?	2 Blocks
Springhouse Cellar Winery	150	25 Miles
The Dalles Civic Auditorium	900	3 Blocks
Keller Auditorium	3,000	90 Miles
Moda Center - Theatre of the Clouds	6,500	90 Miles
Sleep Country Amphitheater	18,000	90 Miles

** It appears that The Dalles area is **wide open** and ready for a performance arts center*

WATSKA THEATRE
218 E Walnut Watska, IL
Sat. August 3 7 PM
Leroy Troy & The Tennessee Mafia Jug Band
All Tickets \$25 (Plus Handling Fee)
Ask about our ticket specials for seniors & care homes!
Five guys & a scrubboard with roots like wisdom
www.watskathatre.com - (815) 993-6585

WATSKA THEATRE
218 E Walnut Watska, IL
WEEKEND OF ROCK
Friday July 26 7:00
MOLLY HATCHET
I'm travelin' down the road & I'm flirin' with you
Sunday July 28 7:00 PM
Buckcherry
GIRE-FIRE
With Special Guest
I want it, I want it, I want it, I need it, I need it
www.watskathatre.com / (815) 993-6585

WATSKA THEATRE
FRIDAY JUNE 20
SKID ROW
SUNDAY JULY 13
(815) 993-6585
WWW.WATSEKATHEATRE.COM

Staffing Requirements

** All staff, except Theatre Operations Manager, hired locally*

Theatre

- Full Time, On-Site Theatre Operations Manager
- Box Office Attendant
- Security Professionals
- Audio Engineer & Audio Technician(s)
- Master Lighting Designer & Lighting Technician(s)
- 4-6 Stagehands

Office

- Office Assistant

Food/Bar

- Full Beverage Staff - Bartenders/Servers
- 1 Chef
- 1 Sous Chef

Cleaning Staff

- Local Crew

Cafe/Lounge

Cocktail & Tapas Restaurant

- Featuring Local Wine
- Craft Beer
- Spirits
- Italian, Spanish, American, Greek Tapas

Fresh from The Comedians of
Chelsea Lately Tour:
John Caparulo!



The Watseka Theatre
Saturday March 17, 2012
Doors/Dinner Service Start at 6:30 PM
Show Starts at 7:00 PM
Ticket Prices Start at \$25
(815) 993-6585
www.watsekatheatre.com

Gilbert Gottfried
Live



Witseka Theatre
February 23, 2013
Doors Open: 5:30 PM | Show Starts: 7:00 PM
30 Reserved Seats \$45
www.watsekatheatre.com • (815) 993-6585
Watska Theatre, Watseka, Illinois

Jay & Silent Bob
Get Old! Live

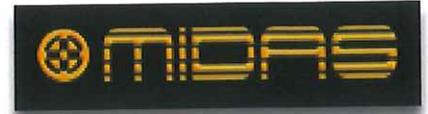


Friday March 30, 2012
The Watseka Theatre
Show Starts at 8 PM - Doors Open at 6:30
Ticket Prices Start at \$35
(815) 993-6585
www.watsekatheatre.com
© 2012 Jay & Silent Bob. All Rights Reserved. Photo © Jay & Silent Bob. All Rights Reserved.

Concert Technology

Sound

Midas Pro Series Audio
Boards



Martin Audio, London England

Internationally regarded as the finest loud speakers in the WORLD. This brand has been used by such greats as Paul McCartney and Pink Floyd to Zac Brown Band and Selena Gomez.



- SX218's - Subs
- W8C's - Line Arrays
- Martin Processing



QSC Audio & Crest Audio
Amplifiers



Lights

Lexicon Lights, Boards, Dimmer Racks, Pars,
Lekos, Fernels, Spot, etc....

Stage Curtain Restoration & Fire Proofing

Rose Brand, New York, New York

Essence of Operations

People

Employees, patrons and musicians are the essence of our operations. The Watseka Theatre is an amazing adventure and it is very important that everyone involved has fun when performing their jobs while maintaining a safe, professional environment for all.

Accessibility

As owners, part of our success at the Watseka Theatre is our hands on presence at all events. A friendly, family-like and neighborly feel is our style and goal.

The “WE”

We are not a corporation buying up theaters. We are real people who are “living the dream” and are very happy doing it! We are prepared for this moment!

“I have been to well over 500 shows in my life but I will always remember the Bret Michaels show at the Watseka Theatre. From the day I bought tickets to the night of concert I was treated like you were talking to your next-door neighbor. Its nice to go to a concert and be treated so good.” - Thomas Coughlin

“Best place to see a concert because the staff treats you like family, and I will never go to the Assembly Hall again to see a concert.” - Dan Teegarden

Charles Gomez Production

Charles Gomez

Performance Experience

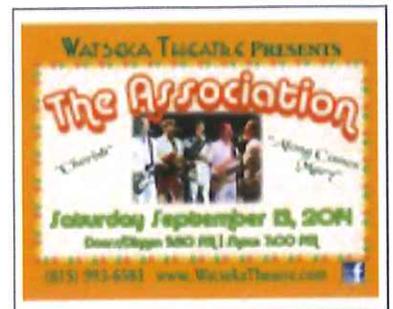
- Age 12, First paying musical production. Local 'Pit' band.
- Age 15, Joined The American federation of Musicians, local 10-208.
- Age 15, First tour with the Who's first U.S. tour.
- Age 16, Tour with The Association.
- Age 17, Tour with Sam the Sham. Graduates Thornton Township High School, within a 3 year program.

Bachelor of Arts Degree:

- Attends University of Arizona and then Graduates from Southern Illinois University within a three year program.
- Double Major, Music Performance and Music Education K-12 B.A. degree.
- Four years Public School Systems, Herrin, Illinois through Cissna Park, Illinois, Band Director.

Charles Gomez Production/Pro Music Career (overlapped):

- 20 years Columbia College Chicago Site Producer & Special Events.
- 20 years of national tours working with 100's of top talent marquee name performers.
- 13 years Mayor's Office of Special Events Chicago.
- 4 years Jim Henson Associates, The Muppets which brought me to Portland, OR the OMSI.
- 4 years Governor's Staff, State of Illinois Building.
- Misc. private and corporate events. Production services for:
 - 2 Presidents, 5 Chicago Mayors, 2 Federal Senators,
 - 4 IL Governors, Klaus Noble (Nobel Peace Prize Fame), etc.



Watseka, IL Demographics

"If we can make it here, we can make it anywhere!"

- Population: 5,255
- Service Area Population: 19,251 (25 Mile Radius)
- Median Household Income \$30,440
- 15% Of The Population Lives Below Poverty Line
- Non-Urban, Agriculturally Based Community



Entertainment History At Watseka Theatre

1931 Theatre was designed by Louis Skidmore as an Art Deco style movie and vaudeville house. The opening night movie was "Born To Love" starring Constance Bennett.

1999 Last movie played "Mask of Zorro"

2007 Purchased by Charles Gomez and Debra Liddell

2008 & 2009 Local Productions Only

2010 Schedule

Apr 10 Darryl Worley
July 10 Crystal Gayle
Aug 7 Aaron Tippin
Oct 2 Chuck Wicks

2011 Schedule

Feb 12 Marshall Tucker Band
Mar 26 Darryl Worley (2nd Performance)
May 7 Tony Rice Unit
July 2 Marty Stuart
July 15 The Bellamy Brothers
Aug 5 Josh Thompson
Aug 26 Ricky Skaggs
Sept 3 Jerrod Niemann
Oct 14 Outlaws

2012 Schedule

Feb 11 Ronnie Milsap
Mar 17 John Caparulo
Mar 30 Jay & Silent Bob Get Old w/Jason Mewes & Kevin Smith
May 19 Josh Blue
June 15 Ralphie May
June 23 Pure Prairie League
June 30 Shenandoah
July 27 Bret Michaels
July 28 Jackyl
Aug 25 Marshall Tucker Band
Nov 17 Bo Bice



2013 Schedule

Feb 16 Marty Stuart (2nd Performance)
Feb 23 Gilbert Gottfried
Mar 9 Steel Magnolia
Mar 16 Ana Popovic
May 31 Jackyl
July 3 American English
July 12 Little River Band
July 26 Molly Hacet
July 28 BUCKCHERRY
Aug 3 Leroy Troy & Tennessee Mafia Jug Band
Aug 23 Outlaws (2nd Performance)
Sept 20 Johnny Winter
Oct 5 Candlebox
Oct 18 David Cook
Oct 26 The Amazing Kreskin

2014 Schedule (so far)

Jan 19 Queensryche with Geoff Tate
Feb 8 Kris Allen special guest
Caroline Glaser
Feb 9 American English (2nd Performance)
Feb 15 Marshall Tucker Band (3rd appearance)
May 2 Lisa Marie Presley
June 20 Tom Keifer
July 13 Skid Row
July 18 Crystal Bowersox
Aug 15 Jack Russell's Great White
Sept 13 The Association
Oct 3 Ozark Mountain Daredevils
Oct 11 The Grascals
Nov 1 Puddle of Mudd
Nov 22 Jackyl (3rd appearance)



Industry Contacts

Booking Agencies

Mitchell Karduna - TCI Talent Consultants
International, LTD - Nyack, NY

* The Association, Gloria Gaynor, Badfinger

The Agency Group

* Cake, Jewel, Pink Floyd

CAA - Creative Artists Agency

* Heart, Comedian Seth Meyers, Diana Ross

William Morris Agency

* Comedian Gilbert Gottfried, Foo Fighters, Barry Manilow

ARM Entertainment

* Bret Michaels, Fastball, Jack Russell's Great White

Artist Group International

* Jackyl, Kenny G, Linkin Park, Andrew Dice Clay



Testimonials

** As found in our guest book from ticket buyers & concert goers*

“Hey all, just went to see one of my idols, Jack Russell and the new version of his band, Great White. As a music promoter and musician, I just gotta say that the concert was great, the venue fantastic, and the people who run Watseka Theatre are absolute the best. Great job Chuck!!! You will be seeing me often, and I even gave the concert a write-up on my website...Fantastic place to see any band!!!” - Mark Stanley Talbot, IN

“The Watseka Theater is our favorite concert venue now & we go to ALOT of concerts in the Chicagoland area! We saw Tom Keifer & Jack Russell's Great White at the Watseka Theater this summer! We love the atmosphere, the sound, the comfy seating, the food, the bar...pretty much just about everything! Looking forward to seeing many more shows! Peace, Love & Rock N Roll!!!” - Shannon & Tim Yuhasz Bourbonnais, IL

“Saw Jack Russell's Great White at this dandy little theatre. Fantastic show. Great little venue, great sound, and the guy that runs the place seems like a really nice guy who genuinely cares about his customers. Hope to see some more rock shows here in the future.” - Mark & Jill Wilson El Paso, IL

“Had a GREAT TIME TODAY with the dinner show for American English! The owners and crew treat you like family! Well worth the 1hr 15min drive! Best dinner theater in central IL! Look forward to the next concert! Highly recommended!” - Wayne Germain Pontiac, IL

“Such an amazing time last night at the Buckcherry/Girl on Fire concert!!! Loved the atmosphere and all the staff were amazing.After a night like that...We will be back!!!!” - Emily Lee Rankin, IL

“Drove down to Watseka to see Pure Prairie League. What a great show and a great venue!. It is obvious that the owners love music and it shows! Check this little gem out!” - Mark O'Donnell New Lenox, IL

“A great big thanks to all at the Watseka Theatre for making our anniversary a night to remember...good food, great people, and of course The Outlaws!!! Awesome show! You have done an absolutely beautiful job on the theatre. “ - Sherri Fleckenstein Onarga, IL

Watseka Theatre Restoration

Before & After....

Front Lobby



Theatre Stage



Cafe



Thank You

Debra and I thank you for your time in considering this proposal. We are very excited with the possibility of this project coming to fruition. If you should have any questions for us, hesitate not!

Best Regards & Peace,

Charles Gomez
Owner
(815) 993-2880

Debra Liddell
Owner
(815) 993-6585

ADDENDUM 3

ADDENDUM 3





Daisy & Lily's
Gourmet Pet Treats & Gifts

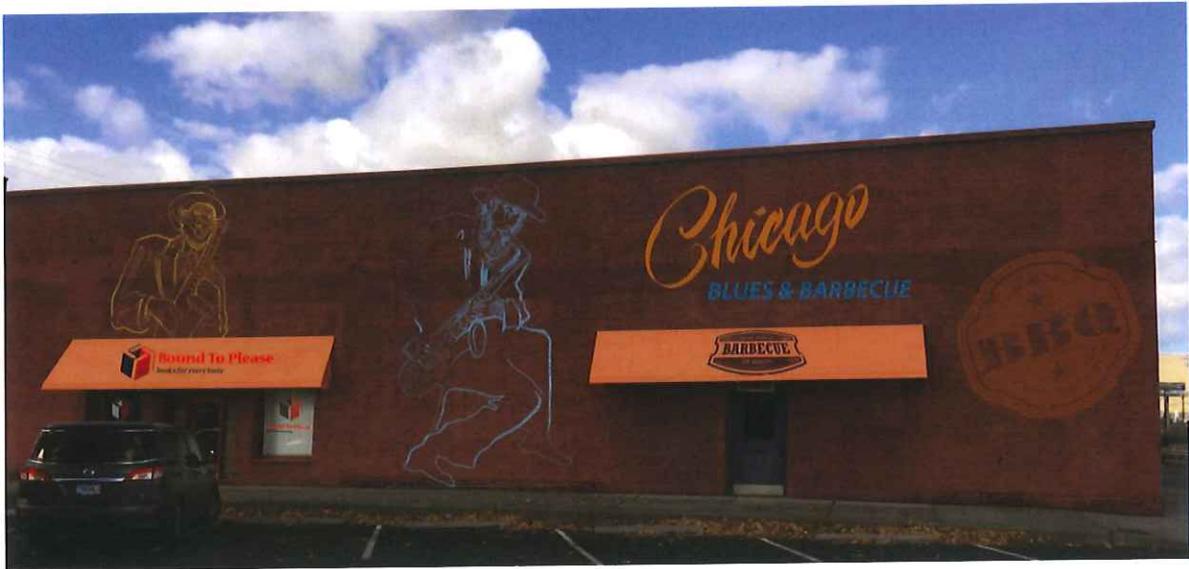
Studio 210
Artisan Boutique

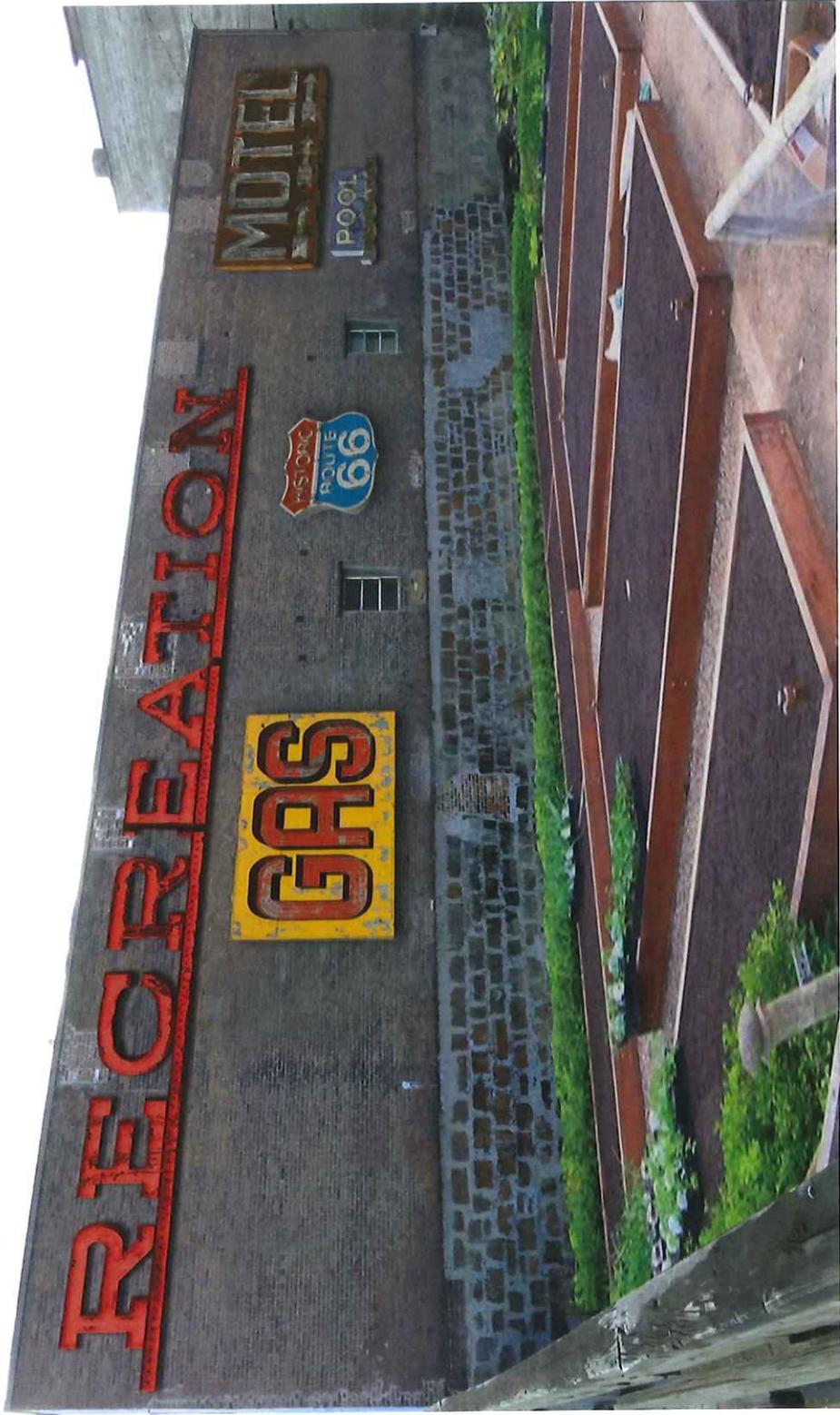
Rag-a-Muffin

GRANADA
DINERS CLUB



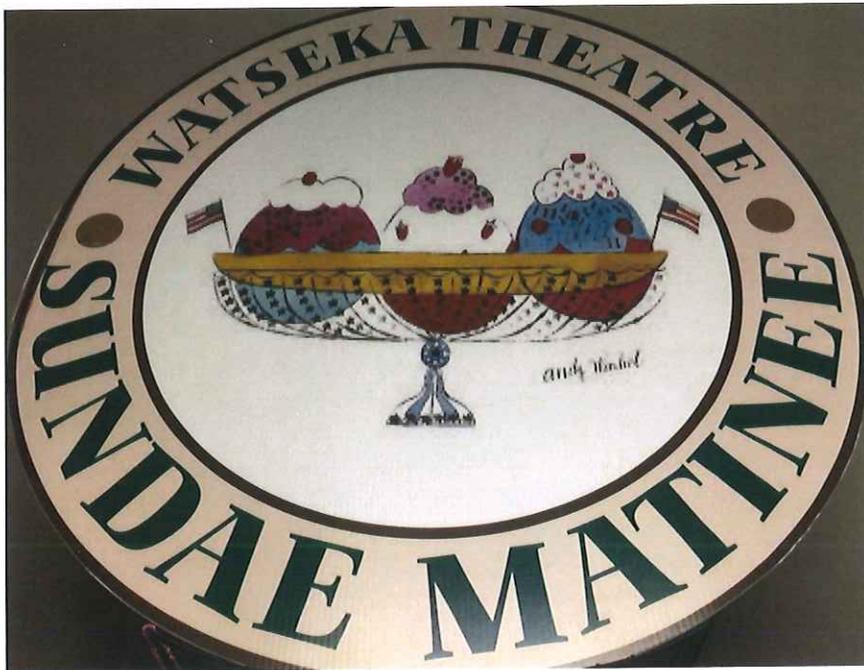












Old Fashioned Ice Cream Parlor in our adjacent commercial property to the Theatre





Watseka Theatre Wedding and Receptions

Watseka Theatre Skidmore Banquet Room





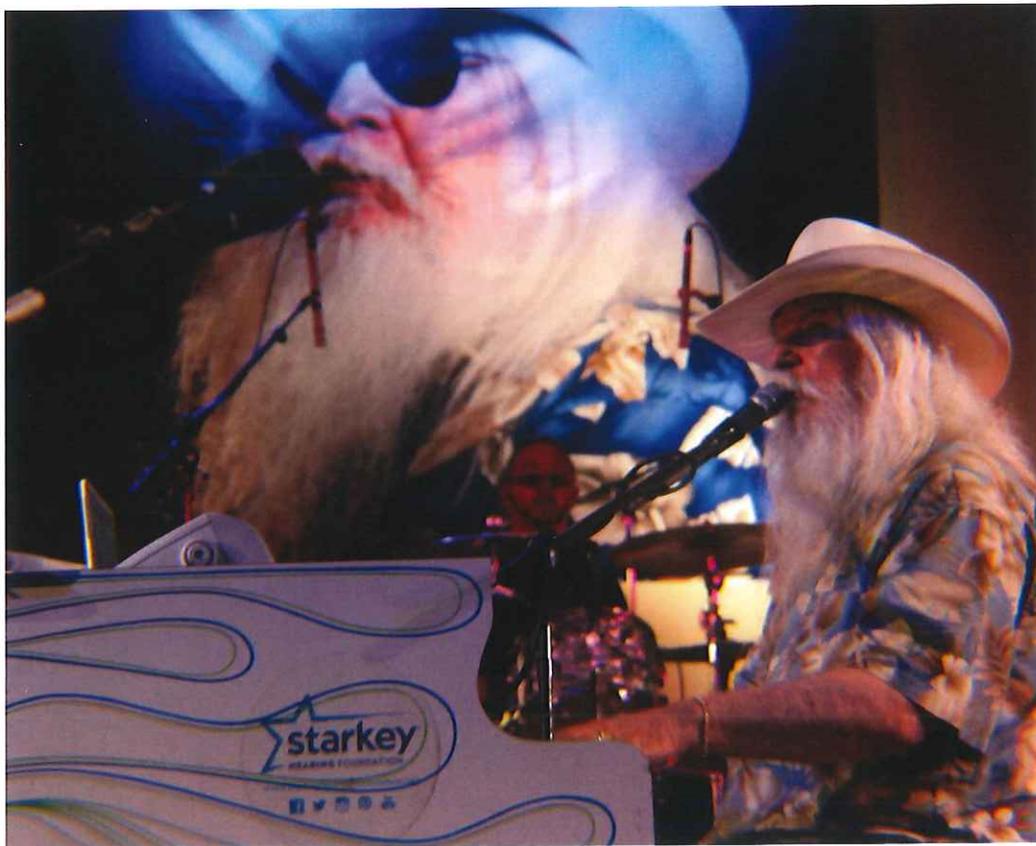
Wood Oven Pizzas



Live at the Watseka Theatre Appearing soon at the Granada Theatre!



Larry Gatlin



Leon Russell