

HELP REOPEN THE PLAZA THEATRE



PALM SPRINGS
PLAZA THEATRE
FOUNDATION



Lobby as of January 2025



Artist rendering of future lobby



OUR MISSION



The mission of the Palm Springs Plaza Theatre Foundation is to support the City of Palm Springs to achieve the restoration of the historic Plaza Theatre and oversee its programming and operations. The Foundation will raise funds and direct the restoration effort of this one-of-a-kind community facility.

The state-of-the-art Plaza Theatre will once again become a major economic driver for the City by bringing hundreds of visitors and locals per week to the downtown to see quality entertainment.

The Foundation will oversee the operations of the Theatre, which will showcase diverse programming for all people, local youth organizations, promoting multicultural programming in film, music, live theater, education, comedy, and entertainment for all.

JOIN US TO REOPEN THE PLAZA THEATRE

The Plaza Theatre has an impressive role in the history of Palm Springs. The theatre's iconic identity was established on its opening to the public in 1936 with the world premiere of the Oscar-winning **George Cukor** film, *Camille*, with its legendary star, **Greta Garbo**, who allegedly slipped into the back of the theatre after the lights went down. In addition to being a movie theatre, it was also the venue for nationally-broadcast radio theatre programs by such luminaries as **Bob Hope**, **Bing Crosby**, and **Jack Benny**. Over the decades, the building has deteriorated, and the Plaza Theatre Foundation has been established to raise funds in order to support the City of Palm Springs' effort to fully restore the historic theatre.

CREATING A ONE-OF-A-KIND COMMUNITY FACILITY

The Foundation's goal is to prepare this one-of-a-kind community facility for its "Next Act" by replacing or restoring most systems, installing new seats, sound, and lighting, adapting the structure to meet current ADA requirements, and providing the theatre with modern facilities needed to provide Palm Springs and the Valley with a venue accessible and affordable for everyone.



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OUR FUTURE



SAVE, RESTORE, REOPEN

When we began this project, our 'slogan' was "Help Save the Plaza Theatre" but now that the restoration is in progress, we're focusing on the finish line, and are now saying "Help REOPEN the Plaza Theatre."

The restoration project is well underway. Woodcliff Construction of Los Angeles has been working on comprehensive renovation of the historic building since March, 2024. For progress updates and to view time-lapse photography of the progress and other informative videos, please visit SaveThePlazaTheatrePS.org. The restoration work will take approximately one year to complete, allowing the Plaza Theatre to open in late 2025.

The Plaza Theatre will once again become a major economic driver for the City, generating millions in economic activity by bringing hundreds of visitors and locals per week to the downtown to see quality entertainment. The Foundation has already raised more than \$15M but must raise at least \$10M more to cover the construction costs and contingencies plus startup expenses. The City of Palm Springs asked the Palm Springs Plaza Theatre Foundation to expand its mission beyond the restoration itself and to then oversee the operations of the theatre once it is reopened. The Foundation has partnered with Oak View Group to bring diverse high-quality programming.

When restored, the Plaza Theatre will be the only place available for the entire community to come together and utilize it as an affordable community venue showcasing diverse programming for all people, local youth organizations, promoting multicultural programming in film, music, live theater, education, comedy, and entertainment for all. It will also support and serve nonprofit organizations like the Palm Springs International Film Festival, ONE-PS, the Jessie O. James Desert Highland Unity Center, LGBTQ+ organizations, Arts groups, modernism-related events, our senior population, and many others.

We need your help. Please join us as we embark on this exciting future for the Plaza Theatre. The rebirth of this cultural icon cannot happen without your support!



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BUILDING ON A RICH HISTORY



In 1936, Julia Patterson Carnell, a Dayton, Ohio, businesswoman and heiress to the National Cash Register Corporation fortune, reportedly paid Palm Springs pioneer Cornelia White \$1 million to purchase 3.5 acres of what is now part of downtown. Carnell commissioned seminal Palm Springs architect, Harry Williams, to design the La Plaza complex, including the Plaza Theatre, in a Spanish Colonial Revival style.

The Theatre was used for film premieres and screenings and was the venue for nationally broadcast radio theatre programs and other performances by Bing Crosby, Jack Benny, Bob Hope, and Frank Sinatra, among many others. In its later years, the theater was home to the critically acclaimed and revered "The Fabulous Palm Springs Follies." The historic theatre is an example of an atmospheric theatre which was constructed using cast-in-place concrete, concrete masonry, and heavy timber. This site was granted Class 1 (Landmark) status in 1991 by the Palm Springs City Council.



Over the decades, the Plaza Theatre has deteriorated, so the City of Palm Springs acquired the building in 2015 with the condition to maintain its operation as a performing arts venue.

WHAT'S NEXT FOR THE PLAZA THEATRE

Renovations and Historical Restorations have started!

COMPLETED

- Important seismic and structural upgrades
- Infrastructure repairs COMPLETED
- Expanding our lobby and increasing our restroom capacity

IN PROGRESS

- Installing new state-of-the-art underfloor heating and cooling
- Restoring the star field ceiling
- Restoring village relief side walls

COMING UP NEXT

- Installing new seats
- Restoring historic blade and marquee signs
- Repairing/restoring or fabricating replicas of the historic lighting fixtures throughout
- Installing new state-of-the-art theatrical equipment
- Restoring art-deco stencils and other significant original décor throughout the theatre



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Mid '90s



As of January 2025



Artist rendering of future



FOUNDERS CIRCLE

PLAY A KEY ROLE IN THIS HISTORIC RESTORATION AND PRESERVATION PROJECT.

The Plaza Theatre is one of the oldest and most iconic buildings in Palm Springs. This is your chance to play a significant role in its restoration and make an enormous difference. There is no better way to make a significant impact on Palm Springs and give back to the community that you love than by becoming a Plaza Theatre Founder.

The Plaza Theatre Founders Circle program is only available to the first 100 individuals who are committed to this important and historic preservation project. Each Founders name will be prominently displayed on a specially designed Founders Wall for \$25,000 each.

FOUNDER BENEFITS

Founders will enjoy a series of benefits reserved exclusively for this limited group:

- Their name prominently displayed on Founders Wall inside the theatre
- Invitations to VIP Founder events only available to Founders and a guest
- Advanced notice of special events and preferred seating options
- Recognition at fundraising events and in fundraising marketing materials

Founder names may be individuals, groups, or 'in memorial' tributes. Founder Circle pledges may be paid over a three-year period.

Joining the Plaza Theatre's Founders Circle is an impactful way to show your support for this iconic City landmark and the important future role it will play for the entire community.

For more information visit SaveThePlazaTheatrePS.org or contact President and former Palm Springs City Councilmember J.R. Roberts at info@psplazatheatre.org or 760-218-6330.



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NAMING OPPORTUNITIES

YOU HAVE THE OPPORTUNITY TO HELP REOPEN THE HISTORIC PLAZA THEATRE

The Plaza Theatre is one of the oldest and most iconic buildings in Palm Springs. Throughout its nearly 100-year history, this important building has played a significant role in the history of the city. Now you, too, can play a significant role in its restoration. Returning this landmark structure to its former glory will require significant investment. All aspects of the building need to be repaired and brought up to current health and safety codes. TO DO THAT, WE NEED YOUR HELP.

Many exciting naming opportunities exist throughout the Plaza Theatre at a wide range of levels. Each naming level provides a unique opportunity to show your commitment to this important restoration and preservation project.

This is a once-in-a-lifetime opportunity to permanently associate your name (or the name of a loved one, organization, or other designated party) directly with a specific element of the Plaza Theatre. When you choose a naming opportunity, your name will be clearly visible to all, giving you the recognition you deserve for your valuable contribution.

Naming opportunities are the best way to show your support of your community and this historic preservation project.



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NAMING OPPORTUNITIES

YOUR NAME AND LEGACY WILL BE FOREVER CONNECTED WITH THE PLAZA THEATRE, AND THE COMMUNITY OF PALM SPRINGS!

Theatre Name \$10M

This is a once-in-a-lifetime opportunity: The City of Palm Springs will work directly with an interested party to have the name of a significant cultural icon be associated with the rich history of the Plaza Theatre. Your name will be proudly displayed on the front of the building, as well as in print and online promotional materials.

Plaza Theatre Foundation Naming \$2.5M

Secure the naming rights of the foundation leading the charge to restore the iconic Palm Springs Plaza Theatre, ensuring it becomes a hub for arts, culture, and education. Your contribution helps elevate the quality of life in our desert community, creating lasting cultural experiences for all.

Plaza Theatre Museum \$1M

Step into the captivating world of history at the Plaza Theatre Museum, where iconic artifacts and immersive exhibits transport guests through time, celebrating the magic and legacy of cinema, shows, and events held at the Palm Springs Plaza Theatre.

Proscenium \$500K

The Proscenium is the elegant arch that extends over the entire stage and faces the audience. Your naming of this crucial element of the stage will demonstrate your support for all forms of art taking place on the stage.

Sound Package \$500K

This world-class sound system ensures that every artist sounds their absolute best, enhancing the audience experience and eliminating the need for costly equipment rentals. Your investment eliminates the need for costly equipment rentals, making the Plaza Theatre a top-tier venue for all in our community.

Screen Package \$500K

This state-of-the-art screen technology ensures that every film is presented at its absolute best, elevating the viewing experience for thousands of festival-goers and industry professionals.

Theatrical Lighting Package \$500K

Illuminate every performance with cutting-edge theatrical lighting that enhances the visual experience for all. From major productions to local shows, this lighting system ensures that every performer shines, eliminating the need for additional rentals and making the Plaza Theatre a professional-quality venue for the entire community.

Village Relief Side Wall (Left and Right) \$500K each

Discover the artistic masterpiece that adorns the Palm Springs Plaza Theatre village relief side wall, an intricately crafted mural that weaves together history, culture, and the spirit of the surrounding community, creating a captivating backdrop for your theater experience.

Auditorium Balcony \$500K

By naming the Balcony in your honor, you elevate the guest experience to new heights at the Palm Springs Plaza Theatre. From the balcony, guests can indulge in the perfect combination of breathtaking views, intimate seating, and an immersive atmosphere that transports them to the heart of every performance.



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NAMING OPPORTUNITIES

1936 Lobby Ceiling Stenciling \$250K

Preserve the intricate, hand-painted stenciling of the original 1936 lobby ceiling, a historical treasure that welcomes every visitor. Your generosity ensures that the Palm Springs Plaza Theatre remains a vibrant center for arts and culture, enriching lives across the desert region.

VIP Dressing Room \$150K

VIP performers bring incredible audiences to downtown Palm Springs. By naming the exclusive Palm Springs Plaza Theatre VIP Dressing Room, you help ensure celebrities and artists are pampered in a private oasis just for them.

Baby Grand Piano \$150K

This essential instrument will be the centerpiece for a diverse range of performances, from jazz and classical concerts to country and Latin music shows. By attaching their name to this magnificent grand piano, the sponsor will be recognized by a plaque in the main lobby at every performance, reaching thousands of audience members annually.

Curtain \$100K

Unveil the grandeur and anticipation as the Palm Springs Plaza Theatre's Main Curtain named in your honor rises, enveloping the stage in a stunning display of elegance and setting the scene for extraordinary theatrical and cinematic experiences that will leave audiences in awe.

Stage Entrance \$100K

Name the exclusive entrance for performers who bring the stage to life, linking your legacy to the creative energy behind every show. By supporting this vital space, you contribute to enhancing cultural, educational, and economic opportunities in our community.

Dressing Room \$100K

Your support helps performers prepare for their moment in the limelight in the epitome of glamour and comfort at the Palm Springs Plaza Theatre Dressing Room, where luxury amenities and meticulous attention to detail ensure that performers feel pampered and primed for their unforgettable performances.

Exterior Second Floor Terrace \$100K

This lovely terrace overlooks the La Plaza Promenade. It is an area any theatre goer can access and provides for a pleasant outdoor break from the theatre.

LED Screen at back of Stage \$100K

This state-of-the-art technology will be the visual centerpiece for nearly 100 performances annually, creating stunning, dynamic environments for a wide range of shows. The sponsor's name will be prominently displayed in the lobby, reaching thousands of audience members and becoming synonymous with innovation and artistic excellence.

General Manager Position Name \$100K (per year, three-year minimum)

By attaching your name to this key leadership role, the donor will be prominently associated with the theatre's diverse programming, including concerts, film festivals, community events, and educational initiatives.





NAMING OPPORTUNITIES

Foundation President Position Name \$100K (per year, three-year minimum)

This high-profile role directly shapes the theatre's future, preserving local heritage while fostering economic growth. This prestigious sponsorship not only supports the arts but also provides a lasting impact on the city's vibrant entertainment scene.

Technical Director Position Name \$50K (per year, three-year minimum)

This sponsorship directly supports the technical excellence and innovation that are crucial to delivering high-quality theatrical experiences. This key role contributes to the overall success of productions, enhances the audience experience, and helps maintain the theatre's reputation as a premier venue.

Foundation Vice President Position Name \$50K (per year, three-year minimum)

This pivotal role steers the restoration of an iconic landmark, promising significant community impact and economic benefits. Donors attaching their names to this position gain prominent recognition in Palm Springs' arts scene and the satisfaction of preserving a cherished piece of local history.

ADA Accessible Restrooms (2) \$30K each

ADA Compliant Restrooms are an essential part of any public building.

Seat Naming \$10K per seat - Front Row

A limited number of premium front-row seats remain available in the left and right sections, offering an unparalleled naming position just steps from the stage. Act quickly before they're gone!

Seat Naming \$5K - Second and Third Row

Second and third-row seats at the Plaza Theatre offer an exclusive naming opportunity, combining premier location with an intimate proximity to the stage. The limited number of these highly coveted seats allows discerning supporters to stand out from the crowd. With only a handful remaining, this is a rare opportunity to secure naming rights for some of the best seats in the house before they're gone.

Seat Naming \$2K - Lower Orchestra

Naming the Lower Orchestra seats at the Plaza Theatre presents a unique opportunity to showcase your support while being prominently visible to a large portion of our audience. These seats offer an excellent location with high visibility, ensuring that your name will be seen and appreciated by the majority of Theatre guests. It's a meaningful way to leave a lasting legacy while supporting the cultural heart of Palm Springs.

FOR INFORMATION ABOUT NAMING OPPORTUNITIES:

Contact President and former Palm Springs City Councilmember J.R. Roberts at info@psplazatheatre.org or 760-218-6330.



POTENTIAL THEATRE USES

THERE ARE MANY POSSIBILITIES FOR WHAT THE THEATRE MIGHT SHOWCASE. THESE ARE JUST SOME OF THE OPTIONS CURRENTLY BEING EXPLORED:

Live Entertainment

- Concerts and other musical shows
- Theatrical plays
- Holiday-related entertainment shows
- Comedy shows
- Headline entertainment shows that run for extended engagements
- Entertainment tributes
- Dance performances
- Cabaret shows

Educational Presentations

- City-sponsored and other lecture series such as Palm Springs Speaks
- Other educational offerings (such as lectures during Modernism Week or talks by the Palm Springs Historical Society)
- State of the City meeting and other City meetings and presentations
- Book readings

Film Screenings

- Screening facility for Palm Springs International Film Festival and related Film Society year-round programming (member screenings, educational programs, etc.)
- Screenings for films, including first-run, classic films, and other festivals
- Screenings for opera broadcasts from Metropolitan Opera

Celebrating Diversity with Special Events

- Black History Month's Gospel Festival
- Hispanic Heritage Month performances
- Greater Palm Springs Pride Week performances
- Holiday performances throughout the year

Community Center

- Venue for meetings for HOAs or other community groups
- Venue for non-profit association fundraisers
- Fashion shows
- Venue for one-time arts events put on by local organizations





POTENTIAL THEATRE USES

Palm Springs Convention Center Partnership

- Corporate screenings and presentations wanting a “theater style” atmosphere

Public School Partnerships

- As a venue for productions put on by the Palm Springs Unified School District like “Protect the Arts,” the “Musical Theatre University,” and the high school’s well-regarded “Folkloric Mexican Dance Troupe.”
- As a downtown venue for venue for drama, dance, and band performances by our middle and high school students.
- As a classroom for students interested in the performing arts.
- School day performances under the Plaza Theatre’s Arts Teach Kids School Day Performance Series

For information about booking the theatre in the future, please email Booking@PSPlazaTheatre.org



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SaveThePlazaTheatrePS.org

Artist rendering of entrance



Primary Dressing Room current state January 2025



Artist rendering future state



FOUNDATION LEADERSHIP

PALM SPRINGS PLAZA THEATRE FOUNDATION BOARD OF DIRECTORS



President – J.R. Roberts
Vice President – Kevin J. Corcoran
Treasurer – Mark Hamilton
Secretary – Rick Vila

Carol Adney
Judith Blanchard
Carolyn Caldwell
Don Cecil
Alan DeZon
Teddy Grouya
David Lee
Ronald G. Olson
Brian Ray
Sue Steinkamp
Ken Wachter
Kathy Weremiuk
Jeffrey Bernstein – Liaison to City Council
John Bolton, General Manager (ex-officio)

Short biographies are available on the leadership page of the website

HOW TO DONATE:

- Make a secure online donation at SaveThePlazaTheatrePS.org
- Send a check to: Palm Springs Plaza Theatre Foundation,
1775 E. Palm Canyon Drive Suite 110-1028, Palm Springs, CA 92264

Become a founder by emailing your interest to: info@psplazatheatre.org

For more information visit SaveThePlazaTheatrePS.org or contact Foundation President and former Palm Springs City Councilmember J.R. Roberts at jrroberts@psplazatheatre.org or 760-218-6330.

The Plaza Theatre Foundation is a 501 (c)(3) non-profit charity corporation. Your donation is tax-deductible to the extent allowed by law.



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IN OUR DONORS & SUPPORTERS OWN WORDS



"I strongly believe in the preservation of historic American theatres. I've been impressed with the planning that has already gone into the admirable restoration project for the Plaza Theatre and saw an opportunity for me to assist in this impressive campaign. I hope that my donation will spark interest in others who feel as strongly as I do about preserving our city's past and creating a quality entertainment space for future generations."

– David C. Lee



"The City of Palm Springs needs to restore one of its most iconic buildings - the Plaza Theatre. It's been the heartbeat of Downtown Palm Springs. This historic building has played an impressive role in the history of Palm Springs and has showcased performers like Jack Benny, Bing Crosby, Bob Hope, and so many more. The Plaza, which first opened in 1936, is in danger and vitally needs your financial support. Join me in this exciting campaign to bring the Plaza back! The restoration cannot happen without you. The arts make life better!"

– Lily Tomlin

PLEASE JOIN US AND HELP SAVE AN ICON FOR FUTURE GENERATIONS

When this restoration project is completed, the historic Plaza Theatre will be poised to continue to provide the city and its visitors with top notch entertainment in an iconic and fully-restored historic venue.

Please visit our secure website at www.SaveThePlazaTheatrePS.org or scan the code below.



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