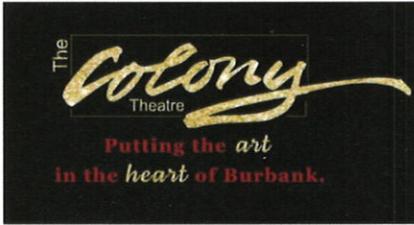




Putting the *art*
in the *heart* of Burbank.

**The Colony Theatre Company
Proposal for Sublease,
Management, and Operation of
Burbank Center Stage
2023**



City of Burbank
Financial Services Department – Purchasing Office
301 East Olive Avenue, Suite 305
Burbank, CA 91502
Attention: Grace Coronado
Administrative Officer

January 30, 2023

TO WHOM IT MAY CONCERN:

The Colony Theatre Company in partnership with several prominent community-based art organizations is submitting a proposal to continue on its current mission to produce and program theater, dance, visual arts, multi-media, and education and mentoring opportunities to local youth, by providing community members and beyond, unprecedented arts exposure. The goal is to engage, unite, and to permanently establish ourselves as a destination for the Greater Los Angeles area, and to be a safe haven for all artists, while nurturing the creativity, discipline, and professionalism in the next generation of audience members and creative professionals. Enclosed is The Colony Theatre's proposal for Sublease, Management and Operation of the Burbank Center Stage: RFP No. PR2023-45025-1019. The proposal is valid for ninety (90) consecutive calendar days. The principal contact for this proposal authorized to make representations on behalf of The Colony Theatre is:

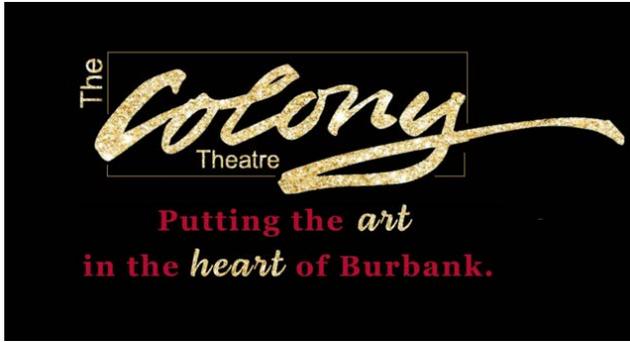
Heather Provost
Producing Artistic Director
The Colony Theatre
555 N. Third St.
Burbank, CA 91502
310.717.3230 (cell)
heatherprovost@colonytheatre.org

Sincerely,

A handwritten signature in blue ink, appearing to be "Heather Provost", is written over the "Sincerely," text.

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The Colony Theatre Company

Proposal for Burbank Center Stage

The Colony Theatre Company Executive Summary

Theatre. It's been an important part of human culture for centuries. Some say it changes lives. Others say it changes thoughts, beliefs, values. And history will say, it almost faced extinction.

The Colony Theatre is one of few theatres to survive the global COVID pandemic. So many did not...and we do not take this fact lightly. We are even more committed to embedding ourselves in the Burbank community as a performance arts hub for Burbank residents, while firmly establishing the City of Burbank as an arts destination for arts patrons throughout the greater Los Angeles region.

Through a unique combination of professional performances, community cultural arts events, and youth mentoring, the post-pandemic, **new**, Colony Theatre is focused on engaging community members, attracting new audiences, exposing youth to arts education and programming, all while increasing revenues for The City of Burbank and surrounding Downtown Burbank businesses...establishing The Colony Theatre as a dominant regional arts center.

The Colony Theatre has been an important contributor and a source of pride for the Burbank community for 23 years. With a 48-year tradition of award-winning and critically-acclaimed theatrical productions and experienced venue stewardship, we use the power of the arts to inspire and enrich our community by programming and producing live events that affirm universal human values, and by nurturing creativity and professionalism in the next generation, presenting a variety of arts events that establish the theatre as a cultural center for the community, and cultivating an environment in which the artists of the 21st century can flourish. The sophistication and classic charm of the Colony has been enhanced and expanded by the addition of a new management, new business structure, and new partnerships whose focus on

expanded target audiences through new programming will have diversified and increased revenue streams.

A strong focus of ours is on local youth. We are dedicated to mentoring as well as offering opportunities to grow *with* our theatre, and to be promoted from within. The energy, bustle, and buzz that surrounds young people when they are excited and the world is full of possibilities, has breathed new life into our space. As young people move through the Burbank school system, they should expect their community to support their desire to see and participate in visual, media, and performing arts performances – and to pass these values to their own children. What we are doing at The Colony Theatre signifies the level of importance a city places on the arts and the quality of life it strives to provide its members.

New leadership has implemented the hybrid producing/programming/rental model which has built an extremely strong platform on which to operate. We have also established a strong grant writing program which has provided us with close to \$700,000 in grant awards over the last 2 years. The combination of programming, producing, mentorship, an educational arm, and rentals is a solution proven to be sustainable. We aim to establish ourselves as one of the top regional arts centers in the area, in California, in the nation.

With that, The Colony Theatre now presents to you, an ***unprecedented*** coalition of partnership and collaboration with some of the area's most impactful arts organizations and creatives.

Our Education Arm: The Colony Theatre is now the official home of **Imagine Theatre**, coming together in partnership to offer Theatre for Young Audiences, Camps, and Theatre Arts Education.

Our Visual Arts Arm: We are in official partnership with – **California Creative Arts**. Our Gallery is more alive than ever with CCA art shows and other networking opportunities for local artists.

Mentorship: Our partnership with the **Burbank High School Stage Craft Program**, gives Burbank students hands-on shadowing and on-the-job training on professional productions. We also partner with Glendale Youth Alliance to provide students internship opportunities.

*NOTE – It should be noted that our current Technical Manager was a Burbank High School student who interned for us and worked his way up to a viable career in Tech Management. And we also continue to participate in **BUSD's Service Learning Program**.

Dance: The Colony Theatre leadership has now made our theatre the official home of Burbank's own **Pacific Ballet**.

Programming: We are in official partnership with the acclaimed Troubadour Theatre. **The Troubies** have been a hugely popular fixture in the community for more than 25 years. After years of bringing all of their fans and commerce to other theatres in the area, their **new official home** is now with us at The Colony Theatre. This brings enormous numbers in the way of Burbank business and exposure to the theatre and the area.

Storytelling: Our official partnership with **JAM Creative** provides the community with 2-4 incredible storytelling shows a season. Working in conjunction with local charity organizations, we will continue to work together to raise money for important local non-profits.

Artist Opportunities in Theatre and Media: **The Short & Sweet Festival** is now our official partner. One of Los Angeles' top festivals, whose home was Hollywood, is now being brought to Burbank. Bringing with it, not only huge opportunities for local commerce with the high numbers in attendees every year, but also for its participating artists.

Theatre: The Colony will also become a launching pad. One that allows producers to launch shows to **Broadway and Off-Broadway**. This offers the opportunity for passive income to The Colony Theatre by participating in the profit pool and subsidiary rights of these shows, which also provides passive income for the City of Burbank. And, as it has been for recent years under new management, The Colony will continue to be a performing destination for Broadway's brightest stars and productions, a space for top casting directors to cast, filmmakers to shoot, and the community to engage.

Media: We will continue to be the official home of the **Indie Series Awards**, which brings some of the industry's most exciting names and faces to our theatre.

Youth Camp: Bringing more education opportunities to our theatre, through dance, is our partnership with **Daurden Performing Arts Conservatory**.

BUSD: Our continued partnership with **BUSD**, including but not limited to, learning and performance opportunities for Burbank High School students and John Burroughs students, as well as theatre arts exposure to elementary and middle school students.

Music: Our future partnership with the acclaimed organization, **Musicians at Play** to produce/present musical concerts that would include big band and jazz programs on a monthly basis to engage the Burbank Community.

Producing: The Colony will continue to produce critically-acclaimed theatre.

In unity with our partners, we will provide community members a creative, collaborative, and community-oriented atmosphere they can call their very own.

- **New leadership focused on innovation**
- **New energized Board of Directors comprised of top industry professionals and loyal long-term supporters**
- **Internship with incentive programs for students and schools**
- **Critical and commercial success**
- **Honored by the California State Legislature for our service**
- **“Evening the Playing Field” for underserved, underrepresented youth through educational camps, mentoring, and intern opportunities**
- **An environment able to bridge gaps in understanding between generations through focus on a common goal**

We strive each day to continue building community among all people, and look at our theatre as a safe haven reflecting the values of cultural equity and inclusion. We will continue to maintain a commitment to **diversity, equity, inclusion, and access**.

For most communities, a vibrant arts scene means a better quality of life. In Burbank, it also means a thriving economy. Our theatre provides hundreds of jobs annually. Our patrons bring commerce. And one of the most important “**intangibles**” would be that the arts instill empathy, by bringing the “human” element into the human experience...which is a tremendous responsibility. One of the very reasons we added the tagline “Putting the **art** in the **heart** of Burbank” to our logo art. Intangibles matter.

As mentioned earlier, history will say the performing arts were almost extinct. It is our mission and duty to make sure that never happens. Because with it, would go the soul of humanity.

Qualifications – Identification

The Colony Theatre Company is a non-profit 501c3 organization.

Legal Name & Address:	Colony Theatre Company
	555 N. Third St.
	Burbank, California 91502
Year Established:	1975
EIN:	51-0183571
Tax Status	Tax Exempt
Social Media Accounts	Facebook: https://www.facebook.com/TheColonyTheatre Instagram: @colonytheatre Twitter: @colonytheatre TikTok: @thecolonytheatre
Official Web Site:	www.colonytheatre.org
Known Conflicts of Interest	None
Contracts with City of Burbank	Current operator of The Colony Theatre at Burbank Center Stage



Secretary of State Certificate of Status

I, SHIRLEY N. WEBER, PH.D., California Secretary of State, hereby certify:

Entity Name: THE COLONY THEATRE COMPANY
Entity No.: 0745827
Registration Date: 08/28/1975
Entity Type: Nonprofit Corporation - CA - Public Benefit
Formed In: CALIFORNIA
Status: Active

The above referenced entity is active on the Secretary of State's records and is authorized to exercise all its powers, rights and privileges in California.

This certificate relates to the status of the entity on the Secretary of State's records as of the date of this certificate and does not reflect documents that are pending review or other events that may impact status.

No information is available from this office regarding the financial condition, status of licenses, if any, business activities or practices of the entity.



IN WITNESS WHEREOF, I execute this certificate and affix the Great Seal of the State of California this day of January 10, 2023.

SHIRLEY N. WEBER, PH.D.
Secretary of State

Certificate No.: 072388230

To verify the issuance of this Certificate, use the Certificate No. above with the Secretary of State Certification Verification Search available at bizfileOnline.sos.ca.gov.

Mission Statement: The mission of The Colony Theatre is to stimulate, inspire, illuminate, and celebrate our common humanity through the shared experience of live, professional theater. We are dedicated to creating a wide range of compelling, well-crafted plays, musicals, and live events that entertain and enrich our audience's imagination, take them on a rewarding emotional journey, and nourish a lifelong passion for the arts. We are committed to providing unique and varied opportunities for experienced artists and eager-to-learn beginners.

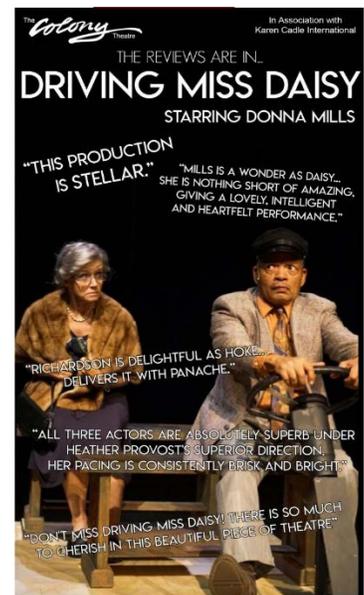
Vision Statement: We believe in producing innovative and cutting edge shows and events appropriate for all ages. We continue to program and produce shows that affirm universal human values and nurture creativity and professionalism in the next generation. Our variety of live arts events - visual, dance, and performing arts - have established our theatre as a cultural center for the community. It is our belief that we can best serve our community by producing and presenting works that bring people together across cultural, political, generational, and ethnic divides. We believe live theatre and events have the power to change lives through illumination of issues all human beings share, using the art of dramatic and comedic storytelling to engage our audiences and take them on a journey of discovery of themselves and the world around them.

Qualifications – Previous Operating Experience

The Colony Theatre is the Current Operator at Burbank Center Stage.

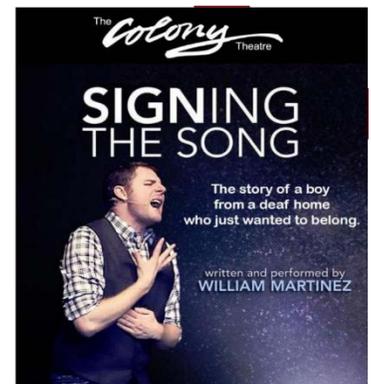
The Colony Theatre Company began its distinguished history of continuous production in 1975. The company moved into the Burbank Center Stage in 2000, becoming a fully operating Equity theatre. The Colony has always been known for the artistic quality of its productions, producing high quality theater for years, including many world premieres. After struggling with the subscriber model in 2015, new leadership came on board in 2017 – the goal being, to rebrand and restructure, while respecting the legacy of The Colony Theatre - and implemented a hybrid producing/programming/rental and mentorship model, which maintains a strong platform on which the theatre can continue to grow and thrive.

Our 5 year business plan was put in place. By year 5, our goal was to produce a large scale, book musical, with name talent attached. And within year 1, we wanted to produce a play with name talent attached. Our leadership was focused on putting together a season of small contained productions as to build on our cash reserves. We launched our "It's Showtime!" season - a series of small cast productions, and the AEA production Driving Miss Daisy starring TV star, Donna Mills – accomplishing a major goal for year 1. We then launched a concert series, performed by Broadway and LA's brightest stars and our production budgets were steadily increasing. We also produced the first of its kind, "Camp C.R.E.A.T.E." for



diverse, underserved, and underrepresented youth 8-14, who were taught acting, playwriting, screenwriting, directing, and all areas of tech. We identified our campers through **The Burbank Coordinating Council**. Our campers' work was showcased to the public. 90% of the campers were on full scholarship. **We were recognized by the California State Legislature for our service.** Our Mentorship Program was implemented and continues to grow and give Burbank teenagers the opportunity to work in the company of accomplished theatre artists and administrators, while gaining experience in all aspects of production -- artistic, technical, and administrative -- to prepare them to work and thrive within the arts industry, and in life.

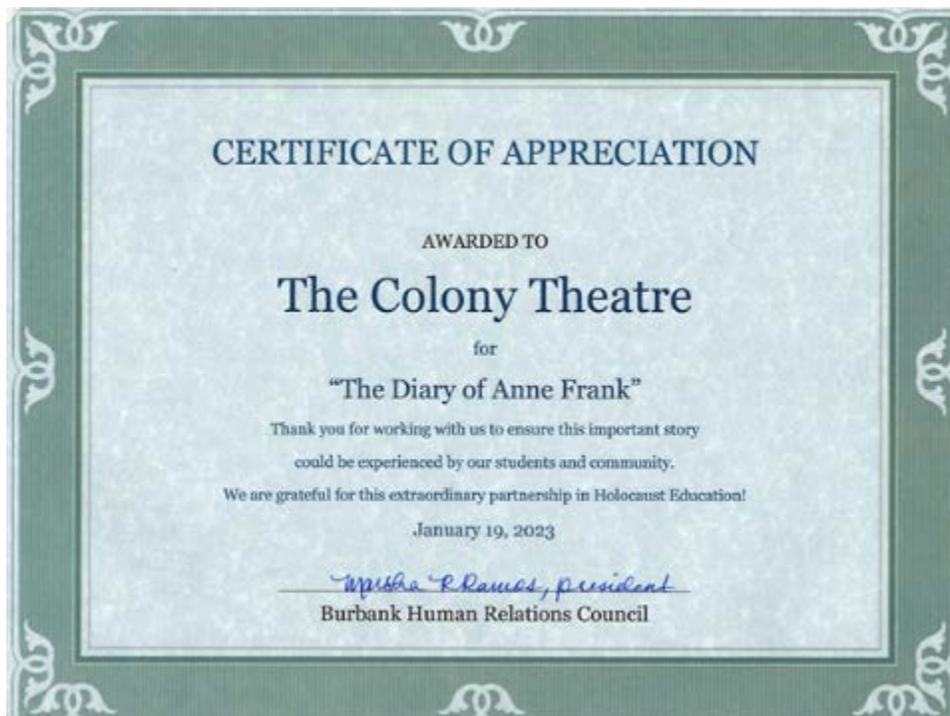
Our show, "ICONversations" had an entirely African-American cast, and our concert production of "A Little Night Music" was cast with performers predominantly from diverse backgrounds as well as featuring a performer who uses a wheelchair. Our show, "Living a Why Not Life" was a new work focusing on a gay African-American man's journey growing up in Alabama and navigating the entertainment industry. We also produced the entirely female comedic show, "Saturday Night Stand Up Featuring the Feminoles" and established an artistic residency with the LGBTQ acting troupe, "Chico's Angels." We also produced a show that paired American Sign Language with singing - "Signing the Song" - which shared the story of a boy who grew up in a deaf household. As previously mentioned, **we continue to maintain a commitment to diversity, equity, inclusion, and access.**



We produced 3 full seasons of shows in the "It's Showtime!" series, starring TikTok influencers, Voice-Over celebrities, and Broadway and Television/Film stars. As we headed into what was sure to be our most successful and profitable year yet, the pandemic struck. With us unable to produce for about two years due to restrictions and then tepid ticket buyers, we were thrilled to

be back in the game fully in 2022. In addition to the success of our TYA (Theatre for Young Audiences) presentations of “Pout Pout Fish” (with the #1 TYA touring company in the country) and “Warrior Queen” (with Imagine Theatre– the only AEA TYA company in Los Angeles), along with the sold out run of “Die Heart” with The Troubies, we also produced an exciting event for our community – an Art Show featuring local artists, live music, and film. A unique blending of three art mediums bringing people together for a fun-filled evening for the whole family. We continued to work with JAM Creative for their two amazing evenings of story-telling titled, “Go There” and “Jingle Tales,” raising money for the Family Service Agency of Burbank. We also hosted the incredible “Artist Mixer” event for the Burbank Cultural Arts Commission and presented our first art show in collaboration with California Creative Arts in our Gallery, “Unscripted; Art that makes it all up as it goes.”

One of our proudest, most recent moments, was our partnership in Holocaust Education with the **Burbank Human Relations Council**. The incredibly special presentation of “The Diary of Anne Frank” was experienced by hundreds of students and community members. We worked with the Burbank Human Relations Council to ensure that this important story was told.

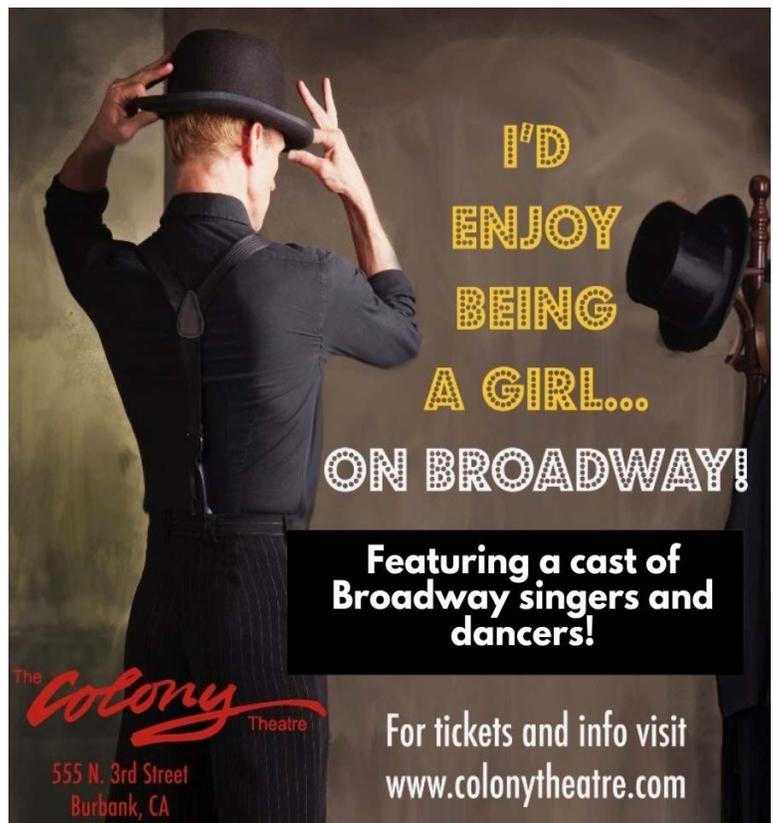


Now, putting us in what would technically be year 3 of our 5 year plan (due to the pandemic), we are TWO years ahead of schedule, and opening the exciting musical, “Calvin Berger” with a Disney+ star in the title role. And we even held a contest for Burbank high school students and recent grads giving them an opportunity to be a part of the show. We are also presenting a companion piece art show, “Unrequited Love” in our Gallery with our now official partner, California Creative Arts. The Los Angeles entertainment community, and beyond has been buzzing about us, and that buzz is only getting louder.



The Colony Theatre Presents
Broadway Stars Sing...
the music of BRIAN GALLAGHER.
.10.19.19.

featuring:
Megan Hilty
Carly Hughes
Matt Cusson
Carrie Manolakos
& more!



I'D ENJOY BEING A GIRL...
ON BROADWAY!

Featuring a cast of Broadway singers and dancers!

The Colony Theatre
555 N. 3rd Street
Burbank, CA

For tickets and info visit
www.colonytheatre.com

CALVIN BERGER

a Musical

Qualifications – Governance and Key Leadership

Key Leadership and Onsite Management for The Colony Theatre Company would be **Heather Provost – Producing Artistic Director**, **Brenda Ramirez-Kalcoff – Operations Manager**, and **Julien Reneaud – Technical Manager**.

Colony Theatre Key Leadership

Producing Artistic Director

Heather Provost

hp@provostentertainment.com
heatherprovost@colonytheatre.org

310.717.3230

January 2017 - present

Professional Background:

Heather is a Tony, Drama Desk, Outer Critics Circle, and Drama League Award-nominated producer. Critically acclaimed hits on Broadway include *Reasons To Be Pretty* by Neil LaBute (three Tony nominations including Best Play) starring Thomas Sadoski, Piper Perabo, Marin Ireland, and Steven Pasquale, and the musical [title of show] (Tony Nomination for Best Book of a Musical). She produced the hugely successful *Under My Skin* segment of 'The Pink Campaign' on Broadway for which all proceeds went to the Susan G. Komen Foundation and she also produced and directed the California Theatre's acclaimed productions of *Driving Miss Daisy* and *Love Letters*.

Provost produced the short film *Harmony* starring Jason Alexander and the feature film *Racing Colt* which she produced and co-directed. Provost was the creator and executive producer of the TV show *Reality Check* and creator of *Who Knew?...The In-the-Know*

Travel Show. She produced three seasons of the *It's Showtime* series at The Colony Theatre and was the Creator/Camp Director of *Camp C.R.E.A.T.E.* at The Colony for which she was recognized by the California Legislature for her service. She also directed and produced *Driving Miss Daisy* at The Colony Theatre starring Donna Mills. Other producing credits include *Page To The Stage*, *History of Musical Theater*, *Chix 6*, series *Penelope P.C.S.A.* starring Dave Foley, and Associate Producer on the feature films *To The Beat!* and its sequel *To The Beat! Back to School*.

She recently co-wrote *A Joyous Christmas* starring Natalie Knepp, Michael Rady, and Bonnie Bedelia for Hallmark Movies & Mysteries as well as Hallmark's hit *Season for Love* starring Autumn Reeser and Marc Blucas, which dominated the weekly cable ratings and became one of Hallmark's most popular summer movies of all time. She is currently in active development on multiple projects for both Hallmark and Stargazer Films, respectively, as well as an upcoming rom/com feature film for MarVista Entertainment. She recently sold a rom/com series to a popular streaming app, and is currently in pre-production on the feature suspense/thriller *Among* which she co-wrote and will also co-direct, as well as the soon-to-be released crime drama podcast, *Hope Haven*. She is an avid crypto trader, founding partner at Provost Entertainment Inc., a proud graduate of The Florida State University, was on the faculty at The

	Commercial Theater Institute in New York City, and is the current Producing Artistic Director at The Colony Theatre in Burbank.
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Operations Manager

<p>Brenda Ramirez-Kalcoff brendakalcoff@colonytheatre.org 818.303.5989 August 2013 - present</p>	<p>Professional Background:</p> <p>Brenda Ramirez-Kalcoff (Operations Manager) comes to The Colony from a background in hospitality and transportation. At the Hilton Hotels Corporation and Hilton Garden Inn she supported the Senior Vice President of Brand Management, as well as the Vice Presidents of Marketing, Operations, and International Training and Brand Culture. Prior to that she worked for the Departments of Transportation of the cities of Pasadena and Los Angeles in a wide variety of positions. She is delighted now to be combining her love of the arts with the skills developed in those fields. A Los Angeles native, she lives in Burbank with her artist husband George, son Tomas, and daughters Penny and Paulina.</p>
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Technical Manager

<p>Julien Reneaud julienreneaud@colonytheatre.org 818.984.5835 September 2017 - present</p>	<p>Professional Background:</p> <p>Julien has extensive experience in stage production, live sound, and lighting design having managed production for a wide variety of shows/events including corporate events, concerts, weddings, live theatre, musicals, plays, film shoots, and much more. He is also an Audio Engineer and music producer. Credits include "The Revue," "Die Heart," "The Drowsy Chaperone," "Chico's Angels," "Warrior Queen," "Big Bad Armo." His goal is to always provide the best experience possible and make sure all tech needs are met.</p>
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Board of Trustees Chair

<p>Michael Wadler wadlermd@mac.com</p>	<p>Professional Background:</p> <p>Michael was a founding member of The Colony and technical consultant on the design of its 270-seat theatre in Burbank, when the company moved in 2000 from its 25-year home in Silver Lake. As a director, he staged the Colony productions of <u>Incorruptible</u>, <u>Lost in Yonkers</u>, <u>The World of Ray Bradbury</u>, <u>To Culebra</u>, <u>To Forgive</u>, <u>Divine</u>, <u>On the Verge</u>, <u>Holy Ghosts</u> (Drama-Logue Award), <u>Talk Radio</u>, <u>A Day Out of Time</u>, and <u>Lenny</u> (Drama-Logue Award). He also restaged the revival of <u>The Martian Chronicles</u> (3 LaWee Awards), as well as directing or co-directing <u>The Odd Couple</u> (Female Version), <u>The Only Game in Town</u>, <u>Private Lives</u>, <u>Two Marriages</u>, <u>God's Favorite</u>, and <u>David's Mother</u>. He is a member of Actors' Equity Association and the Dramatists Guild.</p>
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Colony Theatre Board of Trustees			
Name	Board Position	Professional Affiliation	Industry
Michael Wadler	Chairman	Wadler Data Systems, Inc.	Computer Consulting
Barbara Beckley	President	Colony Theatre/Artistic Director Emerita	Entertainment
Brenda Ramirez-Kalcoff	Secretary	Colony Theatre/Operations Manager	Entertainment
John Rothman	Treasurer	Real Estate Developer	Real Estate
Heather Provost	Board Member	Colony Theatre & Provost Entertainment, Inc.	Entertainment
Scott Damian	Board Member	Branded Maverick Entertainment	Entertainment
Lanelle Scott	Board Member	Independent Production	Entertainment
James Bell	Board Member	LA Opera Box Office	Entertainment
James Leo Ryan	Board Member	Actor/Teaching Professional	Entertainment



Board Committees – “Strategic Planning” and “Fundraising”

Qualifications – The Colony Theatre Company Financial Information

Submitted in a separate sealed envelope marked on the outside: “Confidential, RFP No. PR2023-45025-1019, The Colony Theatre Company.

**Financial Statement and
Proposed Financial Terms**

Account	Description	Year 2024	Year 2025	Year 2026	Year 2027	Year 2028
REVENUES:						
Rental income	Rentals from all or any part of the theatre	325,000	335,000	345,000	355,000	365,000
Mainstage productions	Ticket sales from in-house productions	110,000	115,000	120,000	125,000	130,000
Financial support	Cash gifts, grants, and donations	105,000	110,000	115,000	120,000	125,000
Other income	Concession sales & miscellaneous income	20,000	21,000	22,000	23,000	24,000
TOTAL REVENUES		560,000	581,000	602,000	623,000	644,000
PAYROLL:						
Heather Provost	Producing Artistic Director	65,000	66,000	68,000	70,000	72,000
Brenda Ramirez-Kalcoff	Manager, Rental Operations	50,000	51,000	53,000	55,000	57,000
Julien Reneaud	Technical & Rental Support	35,000	36,000	38,000	40,000	42,000
Taxes & payroll service	Payroll taxes and tax service	24,000	24,600	25,800	26,300	26,800
Employee benefits	Health insurance	14,400	14,500	14,700	14,800	14,900
Part-time support payroll	Part time rental/production support staff	20,000	20,500	21,500	22,000	22,500
TOTAL PAYROLL		208,400	212,600	221,000	228,100	235,200
EXPENSES:						
Production	Costs directly related to staged productions	110,000	111,000	112,000	113,000	114,000
Telephone	Phone system and internet access	18,000	18,100	18,200	18,300	18,400
Utilities	Heat, light, power and water services	50,000	50,500	52,000	53,000	54,000
Maintenance	Supplies, maint, upkeep & trash service	25,000	26,000	28,000	29,000	30,000
Insurance	General liability and workers compensation	10,000	10,200	10,600	10,800	11,000
Administrative	Bookkeeping, licenses, fees and other	8,000	8,100	8,300	8,400	8,500
Miscellaneous	Contingency reserve	6,000	6,100	6,300	6,400	6,500
TOTAL EXPENSES		227,000	230,000	235,400	238,900	242,400

Financial Statement and Proposed Financial Terms

(Continued)

BURBANK CENTER STAGE						
Operated By The Colony Theatre Company						
Proposed Lease Rental and Projection						
Calendar Years 2024 - 2028						
		Year 2024	Year 2025	Year 2026	Year 2027	Year 2028
TOTAL REVENUES (from all sources)		560,000	581,000	602,000	623,000	644,000
Less: Financial Support (gifts, grants, and donations and other income *royalties excluded)		(145,000)	(151,000)	(157,000)	(163,000)	(169,000)
NET REVENUES (subject to percentage rent)		415,000	430,000	445,000	460,000	475,000
Percentage Rent Factor (from box office and rental revenue)		7.50%	7.50%	7.50%	7.50%	7.50%
PERCENTAGE RENT	<i>Lease rent payable is equal to the greater</i>	31,125	32,250	33,375	34,500	35,625
MINIMUM RENT	<i>of the percentage rent or minimum rent.</i>	24,000	27,000	30,000	33,000	36,000
PROJECTED OPERATING SURPLUS		124,600	138,400	145,600	156,000	166,400
Less: Lease Rent (greater of percentage or minimum)		(33,375)	(34,500)	(36,000)	(37,125)	(38,250)
PROJECTED OPERATING SURPLUS (net of lease rent)		91,225	103,900	109,600	118,875	128,150

Notes to The Colony Theatre Projected Statement of Operations Table Calendar Years 2024 - 2028

General.

The Projected Statement of Operations assumes The Colony Theatre Company remains the sublessee of the City of Burbank (“City”) to operate the Burbank Center Stage facility (“BCS”). The Colony would continue to operate in a manner so-as-to maximize revenues and income utilizing the “producing/programming/rental” hybrid, business model under which the Colony has been operating BCS since calendar year 2017.

Note 1.

REVENUES include (i) income from rentals of all or any part of BCS, (ii) income from ticket sales for mainstage productions developed and produced by the Colony, (iii) passive income from profit participation in moving productions based on specifically negotiated percentage terms.

Note 2.

The level of gifts, grants and donations in any one year can be influenced by many factors over which the Colony has no control and, therefore, fund-raising results have been projected on a conservative basis.

Note 3.

All payroll costs have been increased per year to reflect expected payroll increases to offset inflation.

Note 4.

EXPENSES have been projected based upon the operating expense experience of the Colony under its current business model. Expenses have been increased per year to allow a margin for cost increases.

Production expenses have been estimated based upon the historical experience of the Colony as a theatrical and live event producing entity. Union requirements typically result in accelerating production costs from one year to the next.

Fundraising

Over the last two years we have been very focused on our grant writing and have raised approximately \$700,000 in grants and donations. We will continue to be aggressive in seeking grants, and donations, with the addition of in-person fundraising events.

Capital Improvements

We have had, and continue to have the funds allocated for capital improvements. Including but not limited to, replacing of all carpets, painting, equipment upgrades, and refurb of the theatre interior and exterior. Once a long-term lease is in place, these capital improvements will be immediately addressed.

Proposed Business Plan

The Colony Theatre Company

Over the next five years and beyond, the new Colony Theatre will offer Burbank residents a welcome, home base for ALL cultural arts entertainment, and a high-profile arts destination for non-Burbank residents. With undeniable partnerships in place, The Colony Theatre will be a leader in the arts community. Bringing with this, hundreds of jobs and commerce. After a long pandemic, dinner and a show never sounded so good.

Our focus will be on sustainability as an organization, and our obligation to our city, its residents, and to the arts community as a whole.

Key Strategies for Sustainability:

- 1) Producing and programming plays, musicals, and live events that affirm universal human values.
- 2) Cultivating an environment in which the artists of the 21st century can flourish.

- 3) Diversifying our staff's skills.
- 4) Continuing to strengthen web and social media presence.
- 5) Continuing to develop our grant writing program and implement annual fundraising campaigns.
- 6) Developing and implementing new, more structured board requirements and individualized board responsibilities.
- 7) Expanding marketing targets and strategies to include all of the San Fernando Valley and Los Angeles County in its entirety so as to strengthen and expand our patron base.
- 8) Growing a new individual donor incentive program.
- 9) Identifying and pursuing potential corporate sponsors.
- 10) Programming innovative, cutting edge shows and events appropriate for all ages. Presenting educational programming, which provides students with what may very well be their first theatre experience, and mentees with instruction and relationships they would not otherwise have access to.

Core Objectives:

- To consistently provide high-quality productions for a reasonable price.
- To select programming and productions that have broad appeal and engage patrons of target demographic audiences.
- To always create a warm and welcoming environment for audiences, artists, staff, youth, and all others who enter the premises.
- Continue to engage the community through outreach efforts and involvement in community-based organizations, activities, and events.
- Attract tens of thousands of arts patrons to the area as potential shoppers and diners.
- Continue to operate successfully on a programming, rental, producing hybrid model.
- Increase production budgets annually.
- Maintain and grow our rental program.
- Build and implement programs that make our theatre a safe haven and community leader in reflecting the values of cultural equity, inclusion, and access.

We believe that this strategic business plan will ensure the optimum balance of artistic quality, financial strength, and institutional integrity.

The Colony Theatre Anticipated Calendar															
Number of Events	YEAR 1			YEAR 2			YEAR 3			YEAR 4			YEAR 5		
	Main Stage	Rehearsal Studio	Gallery & Lobby	Main Stage	Rehearsal Studio	Gallery & Lobby	Main Stage	Rehearsal Studio	Gallery & Lobby	Main Stage	Rehearsal Studio	Gallery & Lobby	Main Stage	Rehearsal Studio	Gallery & Lobby
Events Produced by Colony	2	24	8	3	30	8	3	36	8	4	36	8	4	36	8
Events Programmed by Colony and/or Co-Produced by Colony and renter	15	26	12	17	28	12	18	29	12	19	30	12	20	31	12
Events Produced by renter	52	26	10	52	27	11	52	28	12	52	28	12	52	29	13
Rentals to community/civic groups	52	26	10	52	27	11	52	28	12	52	28	12	52	29	13
TOTAL	121	102	40	124	112	42	125	121	44	127	122	44	128	125	46

*Note – Many events run for consecutive days/weeks during the course of a year.

Partnerships

At the same time, and in the same space where artistic magic is happening, members of Burbank's next generation of Burbank's Arts and Entertainment workforce will be benefitting from career preparedness training in production, sound, lighting, and stagecraft. Mentorship, internship, and apprentice programs will provide Burbank's youngest residents an education unlike any other vocational training program offered in Los Angeles County, the state, possibly even the country. We have partnered with **Mr. Jose's Stage Craft program at Burbank High School**, to provide Burbank students this incredible opportunity. And not only is it a potential learning opportunity...

“My journey in live theater started in high school. I was 16 years old when I enrolled in the Theater Tech program at Burbank High School. My main passion has always been Audio Production/Design. I'm so appreciative of the fact that my humble start in a high school tech program led to me getting a paid internship here at the Colony Theatre, through the Glendale Youth Alliance. The new leadership that came into The Colony made that possible for me. That was really inspiring and showed me that theater jobs do exist. You can work behind the scenes and make a good living. There is a misconception that the only money to be found in the arts is on stage as a singer, actor musician etc... working here at The Colony with our Producing Artistic Director, Operations Manager, and the entire staff, has shown me a whole world that exists and allows me to do what I love most. I've made countless connections and friends here over the years. These bonds created have both benefited me personally and professionally. My hope is that the City of Burbank helps us continue to create that same opportunity I had for the next generation. It's important that the high schoolers and kids of any age are exposed to the arts, both on the creative side and the technical side. I love what I do, and I would have never been here today if it weren't for the unwavering support of the current Colony Theatre leadership. What we do for the community is so important.”

- *Julien Reneaud*

Julien began as an intern for us, learned, and grew. He is now the Tech Manager at The Colony Theatre. These stories are important. And his isn't the only one.

We will also continue our participation in **BUSD's Service Learning Program**.

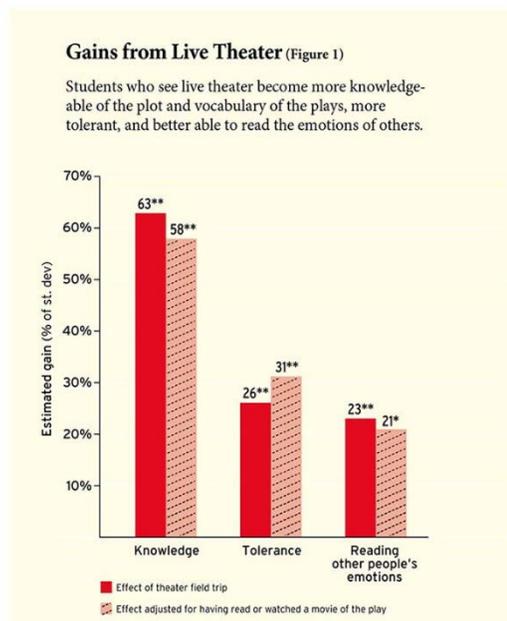
“My name is Mauricio Villatoro and I am a volunteer at The Colony Theatre and a junior at John Burroughs High School. The first word I can think of when you say The Colony Theatre is happiness. Whenever I am there, it makes my heart feel euphoric. It's a small family and when I first volunteered there, I wasn't looked at as an outcast, but as a part of this family. I have volunteered about 5 or 6 times in the past couple of months or so, and I feel my bond with the workers and place grow stronger every time. The place is a shelter where people can laugh or cry, but still feel as if they are in the comfort of their own homes. This community is such a special place in Burbank. With a genuine, caring staff, and welcoming atmosphere, The Colony Theatre should remain a space where people can enjoy a night out in a homey environment.”

We will also continue partnering with the Glendale Youth Alliance to provide internships for local youth.

Mentorship MATTERS.

“Working at the Colony Theatre has become a very valuable experience in my life. Not only have I made new friendships, but I also learned very valuable work skills including rigging, lighting, house managing, and also immensely improving customer service skills. Knowing that this theatre has been greatly appreciated by the Burbank community makes working here feel extremely rewarding. I am glad I can continue to bring joy through my work while also grow as an individual.”
- Mentee, Joey Franco, now a part-time Light Board Operator for us.

And for the younger BUSD students, they will be attending summer camp at our theatre or attending a TYA show on our stage with their class or family. It is so vitally important to foster imagination and creativity in our youth, and The Colony Kids Programming Initiative contributes directly to that. Many studies have found a direct relationship between children’s continued exposure to the arts and their development. Memory, confidence, emotional intelligence, compassion, social and academic skill, creativity, and critical thinking are all influenced and developed through attendance of high-quality arts programming and events.



And through OUR partnership with **Imagine Theatre**, Imagine Theatre **commits to providing teacher artist visits to participating students (classes that visit our productions for student matinees) at *NO CHARGE* to BUSD during their residency with The Colony Theatre.**

Not to mention our investment in future female leaders, by partnering with Imagine Theatre and **Women Lead** - a sponsorship initiative aimed at highlighting local female leaders who are invested in empowering girls by supporting arts programming dedicated to championing gender parity in society. An introduction of the women behind female-led enterprises to girls in 5th grade, to inspire them to aspire.

LAUNCHING PAD – With our leadership’s direct network and connection to the Broadway and Off-Broadway producing scene, this offers immense opportunity for both the theatre *and* the City of Burbank in the way of **future profit participation and subsidiary rights on New York-bound shows. We would offer the city a percentage of The Colony’s negotiated royalty pool percentage, that would set up passive income for both parties through the duration of the originating show’s life.**

 Lisa Dyson
6h · 🌐

BURBANK FAMILIES - SAVE THE DATES AND RESERVE YOUR TICKETS - THERE ARE STUDENT RUSH TIX AVAILABLE - OR USE CODE FRIEND FOR A DISCOUNT IF YOU'RE NOT A STUDENT! The award-winning director [Richard Israel](#) & the amazing musical director [Anthony Lucca](#) are helping this production! And, they're right here at [The Colony Theatre](#) thanks to Producing Artistic Director [Heather Provost](#) - also a great idea for holiday gifting. :)



VISUAL ARTS – With our official partnership with the area’s own, **California Creative Arts**, The Gallery at The Colony Theatre will now be a destination for visual artists, art aficionados, and people looking for a special night out with one of our exciting Gallery shows. We are thrilled to be a part of CCA’s mission to provide community, support, resources, and opportunities for artists.



CCA Artists at The Gallery at The Colony Theatre exhibit

PROGRAMMING/PRODUCING – Our official partnership with **The Troubadour Theater** – Best known as... **THE TROUBIES** is sure to bring excitement, as they take our stage 2-3 times a year. One of the most popular theater companies in all of Los Angeles, this partnership brings rabid fans and constant buzz. Not to mention the lines to get into local restaurants and bars before and after the shows. In addition to their full-length Shakespearian musical mash-ups and family-friendly holiday shows, The Troubies will also bring an award-winning children’s programming element called the Funky Punks.



 **Stefan Martello**
@stefanmartello
@JAfactor's show at @ColonyTheatre was incredible, honestly loved every moment. And tons of star power here in the crowd, too! Freakin out!



MTG - Musical Theatre Guild is comprised of the finest musical theatre artists in the Los Angeles area, who perform staged concert readings of Broadway's forgotten gems and undiscovered treasures. Members represent over 60 Broadway shows, 79 Broadway National Tours, countless regional productions, cast recordings, solo albums, voice-overs, commercials, film & television appearances, plus dozens of Ovation, Drama Desk, and Tony Award Nominations. We will partner with MTG on special select events.

With our official partnerships as well as our **own producing**, we will offer the community and beyond, an exceptional, fully conceived season of performances and events. While the subscriber model has been definitively proven to no longer be a sustainable financial model for theatres (except for large touring houses), individual and group ticket sales will be our mode of ticketing. However, we are researching to potentially implement a "Membership" program, which would bring ticket discounts, incentives, and other membership perks to those who join the program.

Running an **impeccable rental** program is also our focus. The Colony Theatre is a sought-after space for filming, event rentals, and professional theatrical, music, media, and dance productions **because** of our leadership's extensive industry network, experience, and knowledge.



STORYTELLING – Our partnership with **JAM Creative** and producer Suzanne Weerts, will give us the privilege of presenting 2-4 storytelling shows on our stage each year. Stories of the human experience matter. As do the charity organizations we team up to raise money for, an example, Family Service Agency of Burbank.

ARTIST/CREATIVES OPPORTUNITIES – Our partnership with the **Short & Sweet Festival** provides opportunities to performers, creatives, and patrons. Typically held in Hollywood, we are thrilled to have now moved this gem of a festival to Burbank! This unique brand extends to multiple performance mediums; from theatre to dance, cabaret to Bollywood, musicals to stand-up comedy; all maintaining the single rule of performance, being presented in 10 minutes or less. Short+Sweet is a global theatre brand with 35 annual festivals in 23 Countries around the World, starting in Sydney Australia in 2002.

In their 100 seat theatre in West Hollywood in 2019 they sold out 6 weeks of programming, 6 nights a week. In 2022 when the festival returned, they welcomed 500 participants and over 4000 audience members in their slightly abbreviated program. With this new partnership, bringing this highly sought after festival to our community, is a huge win for the City of Burbank.



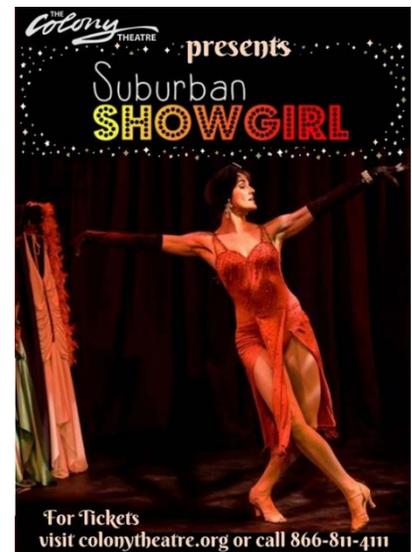
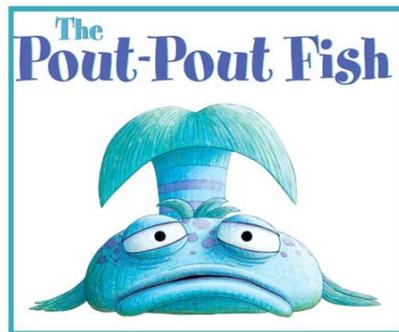
DANCE – Our partnership with Burbank’s own, **Pacific Ballet Dance Theatre** allows us to present captivating ballet presentations and offers engaging educational programs that nurture the talent and artistic creativity within the diverse Southern California Community.

And our partnership with **Daurden Performing Arts Conservatory** will provide a residency, dance camps, and performing arts camps for the next generation of young artists.

MUSIC – Our partnership with local and acclaimed organization, **Musicians at Play** will bring big band and jazz programs to The Colony, engaging the Burbank Community. While MAP has an ongoing relationship with BUSD, they would like to expand their presence with the community at large by partnering with us. All of their programs and events are produced to sell out audiences with ongoing requests for repeat performances. The John Williams musical artists are celebrities in their own right and have large followings. This partnership will be a powerful and fruitful one for the Burbank community.



***Lusine Simonyan of the Burbank Cultural Arts Commission and Senator Portantino at the recent Artist Mixer.



- The Colony Theatre will continue to partner with The Burbank Cultural Arts Commission to host networking events for local artists.
- We will offer free and at cost meeting space in the rehearsal studio, to Burbank-based non-profits as performance schedule allows.
- Continue to solidify ourselves as a “go-to” spot for entertainment, and performance space for the top creators and artists in the industry.
- Present a season of customized programming.

- Continue to build our board with focus on recruiting members with corporate and philanthropic influence, and major gift capacity.
- We will provide the City of Burbank a revenue stream consisting of rent/percentage of box office/rental revenue, and potential passive income related to NYC transfers and their subsidiary rights.



Building Relationships Within The Community



John Burroughs High School VMA Awards



The Tale of Turandot by Imagine Theatre



Community and Target Audience

Production programming will be targeted to all of Los Angeles, but Burbank’s population whose largest segment includes ages 21-34; ages 35-54, and ages 55-74 will be priority.

With more than 15,000 enrolled students in BUSD, Burbank’s student population makes up about 13% of the city’s total population, and growing. 59% of the population is age 25-65 with an average family size of 3-4.

Educational programming will focus on youth camps and performances that will serve ages 6-18, and work-based learning that includes mentorships, job shadowing, and internship programs will serve students 16-18 years old eligible for participation.

A bonus – most students will need only walk across the street from Burbank High School to access these opportunities.

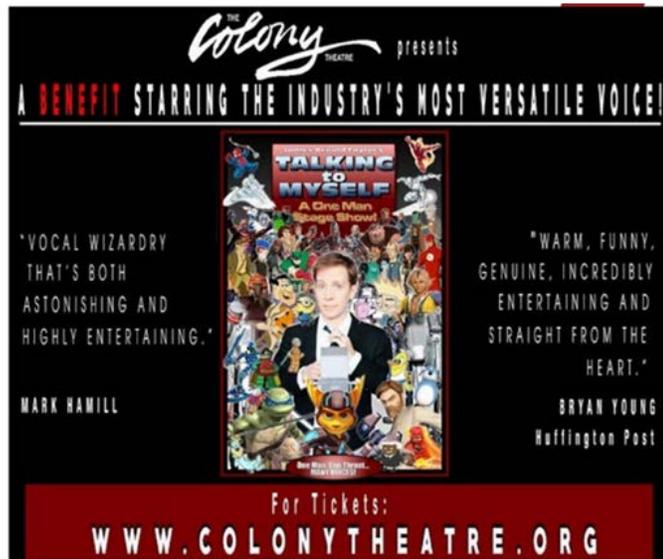
The National Endowment for the Arts conducted research on audience participation and identified several indicators that predict arts participation within a community including Resident Attachment to Community, Quality of Life, Arts & Cultural Activity, and Economic Conditions.

Elements that contribute to these areas include:

<u>Resident Attachment to Community</u>	<u>Quality of Life Elements</u>	<u>Arts & Cultural Activity</u>	<u>Economic Conditions</u>
<ul style="list-style-type: none"> • length of residency • percentage of occupied housing • median home value 	<ul style="list-style-type: none"> • crime rates • average length of commute time • average retail spending of residents per person 	<ul style="list-style-type: none"> • number of arts and entertainment employees • their median income • average income of all households 	<ul style="list-style-type: none"> • median income of all households • unemployment rate

The table below shows elements where the City of Burbank exceeds California and national averages.

City of Burbank	
RESIDENT ATTACHMENT TO COMMUNITY	
Median length of Residency	8 years
Average length of Owner Occupied Housing	18.1 years
Percentage of Owner Occupied Homes	40.7%
Median Home Value	\$586,200
Percentage of Occupied Housing	97.3%
QUALITY of LIFE	
Median Commute Time	24 minutes
Violent Crime Rate	13%
ARTS & CULTURAL ACTIVITY	
Percentage of Residents working in arts & entertainment industries	11%
Median income of arts & entertainment industries	\$91,000
ECONOMIC CONDITIONS	
Median household income	\$80,000
Average Annual Retail Expenditures per person	\$21,000.
Unemployment rate	3.4%



Estimated total attendance levels in the first five (5) years of operation.

In a realistic market we are of the belief that attendance levels can steadily increase due to family and youth exposure and built-in audiences. Due to the COVID pandemic, ticket sales have dropped nationwide, but are starting to gradually pick up. While it is nearly impossible to gauge with ever-changing trends and climate, the following are estimates.

Average Attendance Per Show

	2024	2025	2026	2027	2028
Events produced by The Colony	200	220	240	250	260
Events presented and co-produced by The Colony	210	230	235	235	250
Events programmed by The Colony produced by renter	200	220	230	235	240

Estimated Admission Price Levels for Programming

Price levels will fluctuate based on market trends, type of event, and date on calendar. Pricing will not go above \$75 for a mainstage production. On occasion, admission pricing will be tiered, but can often be general admission pricing for one-off events and will include student and senior discounts. Estimated rental fees for community/civic group rentals and private/commercial rentals.

Rental Rates

General	
<u>MAINSTAGE EVENTS:</u>	\$325/hr (minimum 4 hours)
<u>TECH/PREP RATE:</u>	<ul style="list-style-type: none"> • \$225/hr for hang/focus (includes 2 technicians) • Basic lights and sound • Use of the main auditorium only
<u>MAINSTAGE REHEARSAL RATE:</u>	<ul style="list-style-type: none"> • \$210/hr (minimum 4 hours) Basic stage & house lights
<u>EVENT RATE:</u>	<ul style="list-style-type: none"> • \$325/hr (minimum 4 hours) • Basic lights & sound • 1 Lead Technician • 1 House Manager Use of the lobby, dressing rooms, and green room

<u>DAY RATE:</u>	<ul style="list-style-type: none"> • \$3,450/day (12 hour day) <p><i>*Some mainstage rentals may require additional services & personnel.</i></p>
MAINSTAGE TV/VIDEO/FILM SHOOTS	
<u>DAY RATE:</u>	<ul style="list-style-type: none"> • \$5,000/day (12 hour day) <p>Includes use of the entire space</p>
<u>HOURLY RATE:</u>	<ul style="list-style-type: none"> • \$500/hr (minimum 4 hours) • Basic lights & sound • 2 Technicians • Use of the entire space
Burbank Community Group Rates	
<u>MAINSTAGE:</u>	<p>Available at cost, with basic tech and sound, one technician during the duration of the event and one house manager during the time of the event.</p> <p><i>*Based upon calendar availability</i></p> <p><i>*Some restrictions may apply</i></p>
<u>REHEARSAL SPACE:</u>	<p>This space will be available year-round, Monday – Friday, 9am – 4pm, upon availability at no cost.</p> <p><i>*Based upon calendar availability</i></p> <p><i>*Must put in request at least 2 weeks in advance</i></p> <p><i>*Some restrictions may apply</i></p>

General Staffing and Security

Staffing on site at The Colony consists of the Producing Artistic Director, who oversees all aspects of the theatre including, but not limited to, all programming and production, and is the main point of contact for City of Burbank. Operations Manager, oversees the facility, tech/house staff, handles all payroll, payables and reports. The Technical Manager oversees all technical needs of the theatre, all facility needs for the building and is the point of contact for all maintenance needs.

Security: Security measures will consist of a proper security surveillance system and 24-hour patrol by mall security.

Concessions

Our concessions is located in our lobby. Sales of candy, snacks, soft drinks, water, and coffee are offered for all Colony events. The Colony Theatre also has a liquor license. Beer, wine, and mixed cocktails are also sold at most Colony events.

Statement on Facility Maintenance Plan and Quality Standards

The facility will be maintained weekly by our cleaning service. Our contracted team is dependable and their services include cleaning the lobby, rehearsal space, offices, green room , dressing rooms, and bathrooms. A thorough walk through is done by the house manager before each event to ensure that facilities are in order and maintained properly. Regarding all other maintenance issues, we would engage Jeffrey Perkins and Thomas Marquez, both certified professional maintenance suppliers.

Overview of the Marketing Plan

We have implemented an aggressive marketing campaign. We have brought in a new Marketing Manager who is a fixture in the Burbank Community, Ashley Erickson. She founded the Magnolia Park Merchants Association and was president for five years where she transformed the Magnolia Park merchants district to become a lively tourist destination, highlighted in media across the nation, and continues to plan large scale Burbank events. Erikson organized and managed large-scale community events in coordination with City of Burbank departments to build and expand well-loved events like Ladies and Gents Night Out and Holiday in the Park. In 2022, Holiday in the Park brought in over 40,000 attendees. Her work in social media and digital marketing brings in over 12 years of experience in Burbank where she has helped local businesses transform their online presence by re-building their websites, designing email campaigns, re-branding printed materials, and managing their social media accounts. Burbank businesses she has worked with in the past are Mindfulnest, Bell Cottage, Phoebe Peacock, Romancing the Bean, California Eatery, Tequilas Burbank, Encore Nouveau, Darling Nikki's Salon, Magnolia Rose Studio, The New Deal, and many more. On top of her digital marketing experience, Erikson has close ties with news and media. She is also the Feature Editor for myBurbank News. She manages several community Facebook groups and is committed to the City of Burbank through activism in the schools.

Goals include to increase visibility of the theatre to the Burbank community and to get the theatre involved in local boards, commissions, committees, and organizations that help to grow and build the city's culture and creative arts. We are also pursuing sponsorships and partnerships with local businesses.

We have also engaged the top Press Rep in Los Angeles Theatre. We have and will continue to expand marketing targets and strategies to include all of the San Fernando Valley and Los Angeles County so as to strengthen and grow our patron base, but the main focus will be the residents of Burbank. The combination of forces between The Colony Theatre Company and our partners will open an exciting realm of possibilities. We will be utilizing all databases for outreach and announcements.

Funds are currently allocated for advertising, print, marketing, social media, and online ad buys which will strengthen our brand, united in partnership. We currently have targeted campaigns running. Targeted Google ads, bus stop shelter signage, Facebook ads, Instagram ads, Twitter and TikTok. We have recently been featured on SpectrumNews, FOX, Good Morning LA, and CNN. We are also doing cross promotion with fellow Los Angeles theatres and theater companies, as well as outreach and group sales to local groups, entertainment unions, and Burbank Chamber of Commerce businesses.

Our Instagram account reach has gone up by 835%, engagement has gone up 593% and followers have gone up 25%. For example, at the time of writing, our most recent Instagram post just hit close to 13,000 views within two days of posting. We recently launched our brand new website, making the ticket-buying process more streamlined, and our monthly visitors to the website are now at approximately 5,000+ site visits. Facebook post engagement in the last month is 17,800+ and post reach is 133,000+.

We would like to work with the Burbank Cultural Arts Commission and hold a mural contest as a major marketing event. With the winner painting a huge mural for the theatre on our large 3rd St. wall. We maintain a commitment to aggressive marketing and outreach within the Burbank community and beyond.



From [Disney+](#) to the stage, Frankie A. Rodriguez is headed to [The Colony Theatre](#) for its production of Calvin Berger!



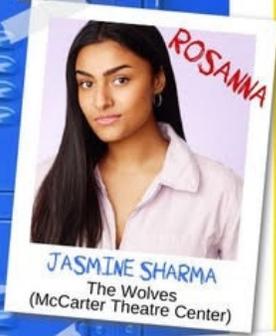
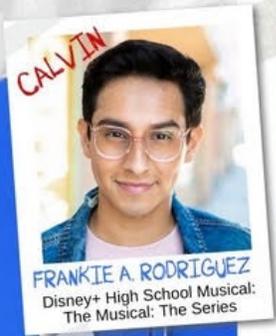
PLAYBILL.COM

High School Musical: The Musical: The Series' Frankie A. Rodriguez Will Star in Calvin Berger Musical

THE **Colony** THEATRE

YOU MADE THE COOL CLUB!

A CONTEMPORARY MUSICAL LOOSELY BASED ON THE STORY OF CYRANO DE BERGERAC, BUT... IN HIGH SCHOOL.



CALVIN BERGER
A MUSICAL

SOMETIMES WHAT YOU'RE LOOKING FOR... IS RIGHT UNDER YOUR NOSE.

BOOK, MUSIC AND LYRICS BY BARRY WYNER
DIRECTED BY RICHARD ISRAEL

YOU ARE INVITED TO OPENING NIGHT!
SATURDAY, FEBRUARY 18, 8:00 PM
RED CARPET ARRIVALS
BEGIN AT 6:30 PM

Assumptions

The Colony Theatre Company offers people an alternative to commuting to other cities for cultural arts entertainment, as well as visual, dance, media, and performing arts education and career preparedness training in production, sound, lighting, and stagecraft for BUSD students. Mentorship, internship, and apprentice programs will prepare the next generation of Burbank's Arts, Media, and Entertainment workforce, providing an education unlike any other. And The Colony Theatre Company will also provide a much needed home for Burbank cultural arts nonprofits to collaborate and congregate at no to low cost. The Colony Theatre has been a fixture in the Los Angeles arts community. Being one of two mid-size theatres in the area - and the only one producing - it is a true gem for the community and arts scene, not just for its physical space, but *because* of its current management, who can lead the theatre to becoming a **dominant, professional, nationally recognized, regional arts center**.

Sublease Agreement -

Suggested edits are in red below.

Right to Terminate. Notwithstanding the foregoing, Sublessee and the City will each have the right to terminate this Sublease **for just cause**, at any time upon delivery to the other party of at least 90 days' notice of the terminating party's election to do so, and the Sublease will terminate on the termination date set forth in any such notice.

**Defeats the purpose of a long term lease if a party can be removed for no reason. a performing arts center needs to plan seasons, write grants, have rental agreements in place...difficult to do so with no security/stability within a lease.*

5. Transfer of Personal Property. ~~On the Term Commencement Date, City may transfer and convey to Sublessee certain personal property consisting of furniture, fixtures, equipment, machinery, and other personal property utilized in the operation of the Premises that Sublessee has agreed to lease from City ("Personal Property"). Sublessee agrees to accept all Personal Property as is and acknowledges that all ongoing expenses related to maintain and replacing the Personal Property will be an operational expense to Sublessee.~~

**There is no personal property involved.*

— (a) **Sublessee's Maintenance and Repair Obligations.** (i) Sublessee hereby acknowledges and represents that Sublessee

— — has inspected the Premises and agrees to sublease the Premises in its present condition. In that condition, Sublessee agrees, at Sublessee's sole cost and expense and without right of reimbursement from the City, but subject to the provisions of this section, to make such repairs and improvements to the interior, non-structural portions of the Premises as may be necessary for Sublessee's use, and to maintain the Premises in good and sanitary order and repair; provided, however, that any such repairs, improvements, or maintenance will be subject to the terms and conditions imposed upon "Tenant" in the Master Lease unless otherwise provided herein. Sublessee will be responsible for non-capital repair and replacement, and general cleaning and maintenance of the interior of the Premises, as well as all repair obligations of "Tenant" under the Master Lease unless otherwise provided herein. During Sublessee's occupancy of the Premises under this Sublease, Sublessee will be responsible for repair, replacement and maintenance of all improvements made in and to the Premises by Sublessee (whether of a capital or non-capital nature). Sublessee will **obtain notify the City City's approval** prior to completing any **major** repair, replacement, or maintenance **which**

exceeds \$1,000.00 to the Premises, which approval will not be unreasonably withheld. In the event any repairs, improvements, or maintenance require approval by the Mall under the Master Lease, Sublessee will first obtain City's approval of such repairs, improvements, or maintenance to the Premises. Sublessee will provide timely notice to City and/or Mall, as applicable, of any repairs that are the responsibility of City or Mall of which Sublessee is aware of. Upon the expiration or termination of this Sublease, Sublessee agrees to surrender the Premises in good and sanitary order, condition and repair; permitted or approved alterations, improvements, additions, and reasonable wear and tear excepted.

—

**Smaller repairs often need to happen expeditiously, in the moment.*

(c) **Audit.** City reserves the right during the Term on an annual basis and within four (4) years after expiration or termination of this Sublease to inspect and examine all Sublessee's books of account, records, cash receipts, and other pertinent data relevant to the operation, maintenance, and management of the Premises at City's expense, except as provided in this section. Specifically:

(i) An annual ~~audited~~ **compiled financial statement** prepared by a certified public accountant, in accordance with general GAAP detailing all income may be requested to be submitted within ninety (90) days of the closing of the fiscal year. The annual statement must include all Gross Revenues (including itemized calculations of such Gross Revenues) and itemized operating expenses, in addition to any other items set forth in this Sublease for the preceding fiscal year. Additionally, the Sublessee may be asked to provide tax return prepared by an independent certified public accountant. If Sublessee fails to deliver such statement and/or tax returns to City within said ninety (90) day period, City will have the right thereafter to audit or cause an audit to be performed, at the **City's Sublessee's** expense.

**"Compiled" financial statements prepared by a CPA are fine, but not audited. Extremely costly. If the City wants to do an audit and pay for it, totally fine, no issue with that.*

CAPITOL OFFICE
1021 O STREET
SUITE 7630
SACRAMENTO, CA 95814
TEL (916) 651-4025
FAX (916) 651-4925

GLENDALE DISTRICT OFFICE
601 EAST GLENOAKS BLVD.
SUITE 210
GLENDALE, CA 91207
TEL (818) 409-0400
FAX (818) 409-1256

SATELLITE OFFICE
201 EAST BONITA AVE.
SAN DIMAS, CA 91773
TEL (909) 599-7351
FAX (909) 599-7692

SENATOR.PORTANTINO@SENATE.CA.GOV

California State Senate

ANTHONY J. PORTANTINO
SENATOR
TWENTY-FIFTH SENATE DISTRICT



COMMITTEES
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SELECT COMMITTEES
CALIFORNIA, ARMENIA & ARTSAKH
MUTUAL TRADE, ART, AND
CULTURAL EXCHANGE
CHAIR

January 27, 2023

Hon. Konstantine Anthony
Mayor, City of Burbank
275 East Olive Ave.
Burbank, CA 91502

RE: The Colony Theatre

Dear Mayor Anthony,

I write in support of The Colony Theatre's proposal regarding their stewardship of the Burbank Center Stage.

I have been a long-time supporter of the arts in general and have attended several performances at The Colony Theatre. While The Colony Theatre was established nearly five decades ago, it has called the City of Burbank home for the last 23 years, enriching the lives of residents through the production and programming of innovative shows.

The Colony Theatre has welcomed residents of all ages, making an effort to engage our youth through mentorship and educational programs that support the next generation of artists and art audiences. The theatre is often a setting that encourages creativity and collaboration, fostering greater inclusivity and providing a safe space for everyone to be themselves. Over the years, The Colony Theatre has strived to showcase the significant impacts of the visual and performing arts while providing a platform for emerging artists in the Media Capital of the World.

Thank you for your consideration of The Colony Theatre's application to continue leasing and managing the Burbank Center Stage.

Respectfully,

A handwritten signature in black ink that reads 'Anthony J. Portantino'. The signature is written in a cursive, flowing style.

Hon. Anthony J. Portantino
State Senator, 25th District



Burbank Unified School District
Instructional Services
1900 W. Olive Avenue
Burbank, CA 91506
Ph: 818.729.4455 • Fax: 818.729.4402

Board of Education
Steve Ferguson, President
Dr. Emily Weisberg, Vice President
Dr. Armond Aghakhanian, Clerk
Abby Pontzer Kamkar
Charlene Tabet

Superintendent
Matt Hill, Ed.D.

January 27, 2023

Dear Sirs;

The Colony Theatre has been an essential partner in Burbank Unified's efforts to provide a sequential standards based arts education for all students since we were first selected as one of the Los Angeles County Arts Commission's first Arts for All districts in 2004. Since then our collaboration has grown to include college and career readiness programming to the benefit of our students, staff, and larger Burbank Arts, Media, & Entertainment (AME) industry sector.

The Colony consistently contributes their time, resources, and efforts to support our work with BUSD students, including serving on our BUSD Community Arts Team. Representatives from the Colony have supported the development of each of our three Strategic Arts for All Plans and actively served on the Burbank Arts for All Foundation board (now merged with Burbank Arts & Education Foundation), the independent 501c3 that was founded to raise supplemental funding for BUSD's implementation of its arts education strategic plan.

Our work with Colony leadership and staff positively impacts our students on several levels. They provide affordable rental space for our performing arts programs, internships for our Career Technical Education (CTE) Stage Tech students, and summer programming for our at risk and low income students. The Colony Theatre often provides Burbank students with their first theatrical experience.

The Colony is also a supportive and influential partner on several BUSD arts and CTE Grant proposals. Their support has led to significant annual funding from the Los Angeles County Arts Commission's and California Department of Education and that in turn, has resulted in increased student access to quality instruction in the arts. These grant funds have made it possible for us to provide artist in residency school programs that enhance grade TK-12 core subject instruction while providing professional development for teachers who in many cases did not benefit from having the arts in their own education. That this community theatre company is so accessible, affordable, and within walking distance of their homes and schools is extraordinary and one reason Burbank has been able to maintain its reputation as a strong arts district.

CDE funding for CTE requires work based learning experiences that can be challenging to provide for high school students. The Colony has consistently welcomed BUSD Stage Tech and Digital Media

student interns. Our Colony interns have all gone on to pursue college and successful careers in the AME industry. Burbank Unified is better able to provide these experiences and more to students while reinvesting grant dollars back into the Burbank economy rather than spending funds for programs located in Glendale, Pasadena, or downtown Los Angeles.

Countless theatre companies failed and disappeared as a result of the quarantine. That The Colony successfully made it through and is back to providing our schools and community live theatre is a testament to their strength, resilience, and commitment to the Burbank community. I am very concerned that an organization without a proven track record of successfully sustaining a venue and non-profit business like The Colony has done, will result in the loss of our community theatre. Our young people, our families, and our schools will suffer if that happens.

I am proud of the work we do with The Colony and what we have accomplished together for Burbank's youngest citizens, their families, and their teachers. We are cultivating our community's next generation of well educated patrons of the arts. I strongly encourage the City of Burbank to allow The Colony to remain in Burbank and not risk this exceptional community treasure.

Please feel free to contact me if I can provide any additional information about the impact of The Colony on our schools and students.

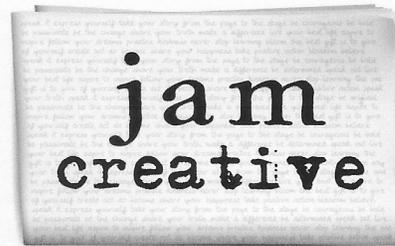
Sincerely,

A handwritten signature in cursive script that reads "Peggy Flynn".

Peggy Flynn
Arts & CTE Coordinator
818-729-4446 (w)
818-200-9966 (c)

January 25, 2023

City of Burbank
301 East Olive Avenue
Burbank, CA 91502



To Whom It May Concern,

I am writing in support of the proposal by Heather Provost and her team at The Colony Theatre to continue to execute their vision for this treasured theatrical space. They are professionals with a plan to make Burbank a regional destination for live theatre. Their successes with *Driving Miss Daisy* and *A Little Night Music* prove their capacity for excellence. The fact that they were able to weather the pandemic shutdown also demonstrates a commitment to ensuring that their vision becomes a reality, albeit with a revised timeline.

The recent *Latinx Diary of Anne Frank* was an exceptional example of a partnership that elevated understanding and used theatre to educate, with two productions for BUSD students along with the evening production for the public. And I am truly excited to see *Calvin Berger* come to life at The Colony Theatre next month!

As a director and producer of local storytelling shows through JAM Creative, I value the industry experience of Heather and her team. Since 2016, I have produced eight storytelling shows at The Colony Theatre, all of which were benefits for Family Service Agency of Burbank raising over \$30,000 to support mental health programs in the community. Our productions have included stories by first time storytellers – often Burbank residents – along with well-known actors, writers and political leaders like State Controller Betty Yee and State Senator Anthony Portantino. The opportunity to perform on The Colony Theatre stage is always a draw. Many of JAM Creative's performers have expressed their appreciation for the space and for the team currently running it in the attached page.

My shows are just one example of the value of local productions to bring community together, to support local causes and to draw people outside of our community to watch friends take the stage (and while here, to visit our local businesses.) But Heather and her team also bring gravitas to The Colony Theatre with their production resumes. They have a vision for bringing high-level productions that will put Burbank into the Broadway-bound royalty pool. As the Media Capital of the World, don't we want our local theatre to also be a regional draw? There are few spaces like it in our area.

The world of theatrical production requires long lead times, and it is difficult to imagine pulling that off with a month-to-month lease, yet Heather and her team have found creative solutions. This space needs the improvements that a long-term plan will allow, not new tenants. I can only imagine the successes that can be realized if you accept their proposal, and I hope you will.

A handwritten signature in blue ink that reads "Suzanne Weerts". The signature is fluid and cursive.

Suzanne Weerts
Producer/Director
JAM Creative
818/388-1991

jamcreativestories@gmail.com

JAM Creative Performer Testimonials

In the hustle and hassles of day-to-day life, it's easy to forget about the arts. Taking the time to be part of two JAM Creative shows at The Colony made me realize how much a creative community breathes life into the souls of everyone participating. The Colony is a perfect venue for creative communities in Burbank. I would love to see it remain not only a performance space, but to see it become the premier arts destination it should be. – **Jules Ford, Burbank Resident and Storyteller**

The Colony Theater is a gem. Truly, it is a gift to the community. The location at the mall makes The Colony so accessible to the people of Burbank and surrounding communities. The adjacent parking is ideal for Senior theater goers. One never has to worry about finding a spot. The interior is so warm and inviting. It sets the mood for a gracious and comfortable theater experience. I also like the Art Gallery. So much creativity at the Colony! – **Ellen Switkes, Storyteller**

As a nationally touring songwriter, I have performed in venues of all sizes across the country, and with JAM Creative productions, I have had the immense pleasure of performing at our hometown Colony Theatre. These kinds of theatres are true treasures for a community, and a heart-center for the performing arts. The Colony Theatre brings people together, keeps our Burbank community vibrant with local programming, and draws audiences and performers to the many other delights Burbank has to offer. Amid the large-scale entertainment industry in Los Angeles, we cannot lose sight of the importance of the gem that is The Colony – a local treasure for music, theatre, storytelling, and more. -**Arielle Silver, Songmaker/Storyteller/Teaching Artist**

The Colony is such a warm, inviting space. And with the set-up of the seats, being on that stage really felt like connecting with every single person in the audience--a rare thing at that. The Colony really does matter dearly to the arts community and all of the surrounding arts communities.

-**Bryan Kett, Teacher, Writer, Producer, Storyteller**

Performing in and attending shows at Burbank's cherished Colony Theatre are among my most memorable theater experiences. I never mind jumping in LA traffic when I know my destination is the Colony. The energy of this intimate theatrical treasure is consistently welcoming and electric. In 2018 I had the privilege of telling the story of my mother's debilitating stroke as part of a JAM Creative event, and I'll never forget the woman who rushed up to me afterward exclaiming, "You told my story!" I implore the city to preserve this community gem, so that generations to come can share in the wealth of connection, laughter and healing that the Colony Theatre continues to radiate year after year.

-**Andrea Shreeman, Writer, Director, EP**

I had the honor and pleasure of performing at the Colony Theatre in JAM Creative's production of Manecdotes. The Colony is a beautiful, professional and unique venue, and the city of Burbank benefits greatly from having such a performance showcase space located in its downtown media district. - **Steve Rozic, Actor, Burbank Resident**

Recently, I had the honor of telling a very personal story with JAM Creative in support of those living with mental illness in Burbank, California. When I stepped into The Colony Theatre for the first time to rehearse my story, I was immediately struck by the professionalism of the staff and the wonder of the space. Performing at The Colony Theatre, in that large, but intimate space reminded me of how precious our theaters are and how few of them are left. It's not just a theater, it's a safe place for the community to engage in important conversation. I was able to connect with the audience immediately, because The Colony Theatre is set up to do just that, bring people together. I hope to spend time on The Colony Theatre stage again soon. It's clear that The Colony is supported by a community that loves it.

-Sean Ewert, Storyteller, fundraiser, world traveler

Performing at The Colony Theatre has been a life changing experience for both me and my daughter. I first performed my personal essays at The Colony in a JAM Creative show. Hearing an audience react in real-time to my story helped me see that my stories, my art, and my voice matter - that I should press forward with writing seriously. (I had taken an extended break from writing to raise my child.) Then, my daughter performed on that very same stage through the BHS drama program. She loved the experience of performing in the beautiful professional theater. It showed her what is possible as an actor and she is determined to continue pursuing acting professionally. We have also attended many professional productions as well as student shows there that have moved our hearts and shaped our perceptions of what is possible in life. The Colony is an asset to the community and to our high school theater programs. It would be a great loss to the community to lose it. We fully support the current management in their vision. **- Pam Bassuk, Burbank Resident**

I've been fortunate to work at The Colony several times, once as part of a JAM Creative fundraiser that benefited a Burbank charity and also for 80 performances of a comedy play called *Old Jews Telling Jokes*. In both cases, my experience was delightful, professional, and really made me feel like I was part of something that was important to this community. I am excited to think about this theater continuing to make the magic it's making. **- Wendy Hammers, Tasty Word Productions**

Having the opportunity to share my mental health story with the Burbank community in **GO THERE**, produced by Suzanne Weerts, was such a blessing. In a town that has few such places to offer theater (and other performing arts) it would really be a great loss to have The Colony Theatre change hands. **-Erica Blumfield, storyteller, mental health advocate and producer**

I have had the pleasure of performing at the Colony Theatre a number of times over the past 10 years, most recently in storytelling performances for JAM Creative. As a lifelong actor and performer, I've set foot on many stages, from off B'way in NYC, regional in New England and the Midwest, the Kennedy Center in Washington DC to about a dozen assorted equity waiver stages here in Los Angeles. I know my performance spaces. To walk into a well equipped, well kept, beautifully laid out theatre space, especially one where smaller performances take place i.e. not national tours or fully-funded star-studded certainly headed for B'way productions, just good solid small time theatre? It is a rare treat, that kind of performance space. In my humble opinion, the Colony Theatre should be valued, protected and treasured. We have so few theatres like it- It would be a tragedy were it to be swallowed up by some sort of development and disappear, or no longer be a home for a larger theatrical vision. **SAVE OUR COLONY! - Margot Rose, Actor, Writer**

LA's Theatre for Young Audiences
1201 N. Pacific Ave., Ste 204
Glendale, CA 91202
T 818.649.9474
info@imaginetheatreca.org
www.imaginetheatreca.org

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Tamar Kevonian
Armina LaManna

January 16, 2023

RE: The Colony Theatre is Indispensable to Our Community

To Whom It May Concern:

What do we imagine our community to be? To what do we actively dedicate ourselves in order to ensure that our community becomes that which we dream it to be? Is it a “cultural hub” as so many city officials describe the City of Burbank? Then, it is time to ensure that the jewel of Burbank - The Colony Theatre - is supported and treasured by the city. It is time to ensure that the Burbank Center Stage is never under the threat of becoming anything but a theatre. **This is why I write this letter of our unequivocal support for The Colony Theatre's continued residence at the Burbank Center Stage.** (To avoid being misconstrued, I wish to specify that I am speaking of the current Colony Theatre management and not only of the theatrical space.)

My name is Armina LaManna and I am the Artistic Director of Imagine Theatre - LA's Equity Theatre for Young Audiences.

In 2020, just over a week before lockdown, we wrote a letter of support for The Colony Theatre with the hope that their residency would be safely extended to ensure their own stability and the accessibility to the Colony that numerous arts organizations (like ours) depend on. As I mentioned in that 2020 letter, when we founded our theatre in 2016, we did so in part because we knew that we would have the perfect home for a theatre for young audiences. Between the steeply raked audience, centralized location, bus drop off zone - The Colony Theatre is the perfect home for an arts organization like ours that serves kids in elementary school.

In a partnership with The Colony Theatre, Imagine Theatre seeks to call The Colony Theatre its official home. If this most-desired objective becomes a reality - the City of Burbank would be home to the only Equity theatre dedicated entirely to programming for young audiences in the State of California.

We were visited by well over a thousand kids and educators during our 2019 production. That number tripled upon our return to indoor programming this past fall. This includes kids from the Burbank Unified School District. We plan to double our 2022 numbers for our next show which we sincerely hope will also premiere on The Colony Theatre stage.

If Burbank truly sees itself as a cultural hub, then it must ensure that local arts organizations are supported! We survived the lockdowns because of the arts! The arts! So let's make sure we show our appreciation, commitment, and support for The Colony Theatre - where so many of the actors we all like to watch when we stream shows have performed.

Armina LaManna



**Artistic Director
Imagine Theatre
LA's Theatre for Young Audiences**



January 2023

On behalf of the area's own California Creative Arts, we are writing in support of The Colony Theatre and their current leadership's proposal to continue leasing and managing Burbank Center Stage.

The current leadership at The Colony Theatre has enriched this community with culture and arts for its citizens, while providing opportunities for local talent, support staff, and art organizations.

The community benefits greatly from the current leadership's efforts by bringing quality programming and events that families can enjoy. It also stimulates surrounding businesses by providing the community with much needed cultural activities, especially after the pandemic. We feel that it is important for the city to support these efforts.

California Creative Arts is a nonprofit art organization, providing its members with opportunities to showcase their art, and stimulate their efforts to create income. Our members have benefitted from exhibiting their art at the Colony Theatre as this is the perfect partnership with the performing arts community.

We are thrilled to partner with Heather Provost and her team on their efforts to bring art and entertainment to the community at The Colony Theatre.

Sincerely,

Executive Board
California Creative Arts
CaliforniaCreativeArts.org

California Creative Arts is a 501(c)(3) nonprofit organization with a mission to stimulate an interest in the arts with exhibits, sponsorships and charity. Our focus is to provide our members with income opportunities, community and resources.



A 501c3 – Nonprofit Organization
Natasha Middleton, Artistic Director
237 E Palm Ave Burbank, CA 91502
818-688-2580

January 16, 2023

To the City of Burbank:

On behalf of Burbank's own Pacific Ballet Dance Theatre since 2001, I am writing in support of the current leadership and operators of The Colony Theatre's proposal to continue leasing and managing Burbank Center Stage.

Our renowned dance company has performed in many venues over the years, from the Music Center's Dorothy Chandler Pavilion to both the Starlight Bowl, the Ford Amphitheatre, and many more. Yet, our favorite theatre is right in our hometown, The Colony Theatre. Our experience with everyone there has always been outstanding.

To us, the theatre is a landmark. A very important arts foundation for the city of Burbank. Many major and minor productions have debuted there for the first time. Stars of television and film have appeared there. This theatre is very important as a local/community arts organization directly in the heart of downtown Burbank. The current leadership at The Colony has truly provided numerous opportunities to help the arts community grow. Without this theatre and without its current operations managers, it will affect a combination of local goers as well as educating the youth in the arts by providing continued live performances in acting, dancing, singing and music. Collaboration has already begun since live theatre made its way back to start the creative process rolling.

The city of Burbank has shown how much more arts oriented it is now. Keeping The Colony Theatre under its current management not only shows the public your tremendous support but especially after a theatre such as this one was able to survive since the pandemic.

Pacific Ballet Dance Theatre is thrilled that we are now in an official partnership with The Colony Theatre. We are preparing to establish a permanent residency a long with presenting very exciting productions per year.

Kindest regards,

Natasha Middleton

Natasha Middleton
Artistic Director/Choreographer
Award-Winning Filmmaker



To whom it may concern: On behalf of Troubadour Theater I am writing in support of the current leadership and operators of The Colony Theatre's proposal to continue leasing and managing Burbank Center Stage.

Our theatrical collaborations this past year with the Colony staff and administrators were extremely positive and led to numerous kudos from our patrons about the venue and the overall experience at our performances.

Having produced and performed at many different venues across California throughout our 28 years as a company, I can honestly say that the Burbank Center Stage is a top tier performance space in terms of its aesthetics, convenience, audience satisfaction, and artist appreciation.

Combine this with Colony Theatre's attention to deal and customer service, as well as their communication and collaboration throughout the process – and it serves to remind us what a magical and uplifting experience live performance can be – for audiences & artists alike!

As an entertainment and education presence in the City of Burbank since 1999, The Troubies hope to continue serving Burbank-ians through our fruitful partnership with Colony Theatre in the beautifully appointed Center Stage space for many years to come!

Sincerely,

Matt Walker
Producing Artistic Director – Troubadour Theater

About us: The Troubies, as they are affectionately called, have performed charitably for many causes including animal conservation, adult rehabilitation, AIDS awareness, California Literacy Night for LAUSD, children with autism and other youth programs. Troubadour members have professional experience as writers, directors, and performers for film, television, theater, orchestra and circus. Current and former clients include: Getty Museum, American Diabetes Association, Los Angeles City Council, Universal Studios Florida, Universal Studios Hollywood, Walt Disney Imagineering, Walt Disney Entertainment, Feld Entertainment, Make-Up Artists & Hair Stylist's Guild, Location Managers Guild, Cedars Sinai, Dignity Health, American Legion, LA Drama Critics Circle, Glenwood House, Ford Amphitheatre, Laguna Playhouse, La Mirada Theatre for the Performing Arts, LA Opera, Pasadena Playhouse, San Diego Rep, Lobero Theatre, Walt Disney Pictures, and Warner Bros Pictures.

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Musicians at Play
FOUNDATION

January 6, 2023

Ms, Heather Provost, Director for the Colony Theatre
555 North Third Street
Burbank, CA 91502

Dear Ms. Provost,

The Musicians at Play Foundation partners with schools, businesses, non-profit organizations and social service agencies to engage the community at large through public music concerts and Arts Education mentorship programs aligned with California Visual and Performing Arts standards.

MAP is dedicated to providing access to music education and appreciation in order to engage, elevate, educate and employ students through career pathway training and apprenticeships.

MAP hereby requests an ongoing agreement with the Colony Theatre to present musical concerts that would include big band and jazz programs on a monthly basis to engage the Burbank Community. While we have an ongoing relationship with BUSD, we would like to expand our presence with the community at large. All our programs and events are produced to sell out audiences with ongoing requests for repeat performances. The John Williams musical artists are celebrities in their own right and have large followings.

You have our direct support in accordance with your submission to produce from the Colony. We can also speak for the members of the AFM47 union as the Colony provides an excellent performance venue for music.

We believe this agreement would result in on mutual financial success for years to come. Past evidence of such successes can be confirmed by reviewing our relationships with The Alex Theatre, The Ford Theatre, Vitello's and Catalina's.

To learn more about the Musicians at Play Foundation please visit our website at www.musicansatplay.org.

Warm regards,

The Musicians at Play Foundation is a 501C3 non-profit organization formed to change lives through the power of music by supporting music education in underserved schools and by providing adults, children, families and communities access to our musical heritage through "live" performing arts presentations and educational events. Gifts are tax-deductible as allowed by law. Nonprofit tax EIN #47-3332460



Burbank High School

902 N. Third Street

Burbank, CA 91502

Phone: (818) 558-4700 FAX: (818) 845-6122

1/15/23

To Whom It May Concern in Burbank's Parks and Rec Dept.,

This letter is to lend my resolute support for both the Colony Theater, *and* for Heather Provost and current management to continue to steer The Colony's proceedings.

Not only is the Colony a gorgeous space, but it's also perfect for the art of theatre. I would know; for over three decades I've acted, directed or written plays performed in scores of theaters around Los Angeles. The Colony has near perfect acoustics, comfortable seating, a charming lobby, and superb dressing room space. Its uncommon size makes it one of only two "medium" sized theaters in the San Fernando Valley. Our beautiful Burbank has an abundance of parks and athletic spaces. The Colony Theater truly compliments this community, and genuinely speaks to its artistic constituents.

Since they started managing the Colony, Heather Provost and company have been a positive wonder under extraordinarily circumstances. COVID and its echoing impact saw many theaters close their doors. In part, due to your patience, the Colony survives. But also, quite obviously, the Colony thrives due to the grit and competence of its current management.

Nearly six years ago, I was brought in to make BHS Drama the paragon of high school theatre in the Los Angeles region. I believe that the Colony's current management has assisted us along that trajectory. It has worked with the BHS Drama Department to provide a home for our more artistically profound and professional productions – *The Crucible*, *Radium Girls*, and our upcoming *The Elephant Man*. Ms. Provost and company have consistently worked with me to make those experiences both affordable and deeply educational for an incredible number of Burbank students – actors, writers, designers, musicians, and technicians. They even helped us transform their lobby into an "pop-up" museum for BHS' visual artists in conjunction with our COVID-cancelled production of *Almost Maine*.

Heather Provost and company have become a profound cornerstone of *so* many BUSD students' artistic paths. I hope to collaborate on many BHS works with them in the future. Please do what's right for countless Burbank youth, and keep these hopes alive.

Most Sincerely,

Donovan Glover
BHS Drama Director



Wednesday January 18, 2023

TO WHOM IT MAY CONCERN

I'm Nick Hardcastle, Festival Director of Short+Sweet, a Global Theatre Festival brand that operates annually in 35 cities in 23 countries since launching in Sydney Australia in 2002. I am writing in support of The Colony Theatre leadership's proposal to continue leasing and managing Burbank Center Stage.

Following our recently successful 2022 festival in West Hollywood, I was introduced to The Colony Theatre under the stewardship of Heather Provost and Brenda Kalcoff by Mayor Anthony, with a view to bringing the festival to Burbank.

Short+Sweet is, at its heart, a community and professional development, cultural event. It is a wonderful opportunity for writers, directors and actors who want to share their voice and talent in a professional environment and venue. Its goal is to become a powerful tool for diversity in the entertainment industry, as well as providing a way to discover new or established local talent by engaging more people in the live theatre experience.

Short+Sweet is curated with the assistance of a Diversity and Inclusion Programming Committee to ensure that we have the opportunity to see the full breadth of our community represented on stage. Everyone on this team engages with specific community groups to make sure that those artists have an opportunity to participate in the festival and that their stories can be shared. Whether they be diversely abled, BIPOC, new immigrants, LGBTQ+, have English as a second language or are elderly, everyone should understand that there is a place for them in Short+Sweet to be seen and heard. The accessibility of the Colony Theatre makes this even more possible for Short+Sweet to carry out this mission.

In 2022 we abandoned our Best Actor and Best Actress Awards and introduced our Inaugural Short+Sweet Actor's Circle, which acknowledges 5 outstanding performances in both our LatinX and Open Theatre Program irrespective of gender or gender expression. We also partner with exciting partners such as Final Draft, We Audition, Casting Networks, Superbloom House and NBC to offer our participants meaningful professional development opportunities and would be keen to extend those partnerships further in to the Burbank Media landscape. That would also benefit our winning writers and Directors in all programs as well as the studios in the discovery of great new talent.

In the interest of reducing unnecessary contact and increasing a commitment to sustainability. This initiative was launched in Sydney in 2021 and reduced our trash by 90%. In West Hollywood in 2022 it did the same. We would relish the opportunity to develop similar sustainable measures with The Colony Theatre.

Since weathering the storm of the pandemic it has become even more critical that we provide pathways for artistic talent to be developed and support the work that great live venues and their operators are doing. The support of the city and its community is paramount to these efforts.

Ensuring that The Colony Theatre is able to continue to thrive under its current leadership, having survived this painful period and overcome seemingly insurmountable obstacles, is a cause that I wholeheartedly lend my support to.



SHORT+SWEET THEATRE FESTIVAL. 7135 HOLLYWOOD BLVD. SUITE 209 LOS ANGELES CA 90046

SHORT SWEET +

I am thrilled to be able to create a partnership with The Colony Theatre, its board, Heather Provost Brenda Kalcoff and their artistic associates and look forward to bringing Short+Sweet to become a part of their official program in the future once their ongoing leadership is secured.

Please feel free to contact me at any time for further words of support.

Yours Sincerely,



NICK HARDCASTLE
FESTIVAL DIRECTOR



SHORT+SWEET THEATRE FESTIVAL. 7135 HOLLYWOOD BLVD. SUITE 209 LOS ANGELES CA 90046



To Whom It May Concern:

On behalf of Musical Theatre Guild, I'm writing to express my enthusiasm of, and support for, the Colony Theatre. The Colony is a jewel of a venue in Southern California, held in high esteem by many, many theatregoers, and it's always a positive experience to enjoy a production there. Under the leadership of Heather Provost and Brenda Kalcoff, the Colony Theatre is in very capable hands.

As a member of the Advisory Board of Musical Theatre Guild, part of my responsibility is consulting on venue relations. Musical Theatre Guild is a collective of the finest musical theatre performers in Southern California, and it's my honor to support them and their work. To a person, they adore the Colony, and are always enthusiastic when their work takes them to the theatre. And I can attest to the appreciation of the audience – I am frequently in attendance during productions at the Colony. Like everyone who comes there, I appreciate the ease of approach and parking, the direct access to the theatre, the clean and attractive lobby and concessions area, and the local restaurant and shopping scene. Having run theatre companies in two cities, I know first-hand the value of a thriving theatre venue on nearby dining and drinking establishments. A popular local theatre is integral to the local economic business survival.

Musical Theatre Guild has always had a wonderful collaboration with the Colony Theatre. In March of 2018, we held one of our most successful fundraiser performances, "Hollywood Revisited," on the Colony stage. Both our cast and our sold-out audience loved the evening! Our staff found the Colony very easy to work with, from beginning to end. Since then, we've been plotting a return, and, only last week, I was in discussions with Heather and Brenda about a return! It helps that Heather and Brenda are supportive of the arts scene, and their presence is to the benefit of the Colony's arts-friendly reputation.

As you can tell, I'm a fan of the Colony Theatre, and that's why I'm writing this fan letter! I look forward to a healthy future of the venue, and many more visits to come.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Lewis Wilkenfeld', written over a horizontal line.

Lewis Wilkenfeld
Artistic Advisory Board, Musical Theatre Guild
310-849-6104 C
lewisew@aol.com

MAKE FRESH

PRODUCTIONS

The City of Burbank
Burbank City Hall
275 East Olive Avenue
Burbank, CA 91502

January 25, 2023

To Whom It May Concern:

I have never lived in your wonderful city. However, I did commute daily for over 20 years to NBC on Alameda Ave where I served as a network producer for the NBC Today Show. As a result I experienced and enjoyed the transformation of your city into the wonderful cultural and entertainment destination it is today.

One of the jewels in Burbank is The Colony Theatre Company at 555 N 3rd St. Over the years our family has enjoyed wonderful theater experiences at this venue. While there is much cultural competition in Southern California for the arts, The Colony is located in the heart of Burbank and is a clear winner for our attention and entertainment dollars spent whenever a new show is produced and premiered there. The quality, size and scope of the productions rivaled that of the popular DTLA venues. And it is convenient to park, dine at a nearby restaurant and then see the show. It makes an evening out in Burbank easy to navigate and thoroughly enjoyable.

The pandemic brought the arts to a halt. Slowly our theater venues are blooming back to life. The Colony is at the forefront of this metamorphosis with its recent productions as well as the upcoming "Calvin Berger" performances scheduled to open February 16, 2023.

I hope those in Burbank that are part of keeping the arts, theater and culture moving forward in the city keep a close eye on keeping The Colony Theatre happy and healthy so she may continue offering audiences a place to experience the magic of live performances right here in Burbank. The future is bright for this cultural jewel.

Sincerely,

Roland Woerner
Executive Producer
Make Fresh Productions
Moorpark, CA

Blowfish

MALIBU

January 26, 2023

To Whom It May Concern:

I'm writing this letter to vehemently voice my support for The Colony Theater, an incredible local institution which has brought joy to thousands of patrons in the community.

As a Southern California resident, I have been able to regularly enjoy time at The Colony Theater, from theatrical entertainment to private events. As a woman who has been actively involved and interested in regional and professional theater, I've prioritized being able to escape to The Colony Theater to experience expertly produced productions with family and friends. As a Marketing professional who specializes in community and social events, I've utilized the incredible resource that is The Colony Theater and its fantastic staff (specifically the wonders who are Heather Provost and Brenda Ramirez-Kalcoff) to host next-level branded experiences for Blowfish Malibu, a women's shoe brand also based out of Southern California.

The Colony Theater is one of those special gems of Los Angeles: a safe and loving gathering space for people of all walks of life, ages, genders, ethnicities and cultural backgrounds, where art is celebrated and creative mastery is consistently put on display. The Colony Theater has provided the community and surrounding areas of Burbank with a space that is safe and culturally relevant, allowing talented artists to thrive and demonstrate their craft in a way that only really happens in a haven such as this one.

To lose The Colony Theater, an institution in many ways, would not only be devastating for local theater goers, but also for the art of theater and the sense of community that has developed as a result of its residency for so many years. The Colony Theater is a marvelous establishment, one beloved by thousands, and I beg you to consider keeping them in place to continue being a vibrant and pivotal part of this community, as well as a testament to the power of art, as they have been for decades.

Thank You,

Allie Woerner
Marketing Manager, Blowfish Malibu
805-433-4492

 6065 Bristol Parkway
Culver City, CA 90230

 (310) 566-5700
 (310) 566-5799

 info@blowfishshoe.com
www.blowfishshoes.com

Jonathan Tessero
11107 Blix St.
North Hollywood, CA 91602

Mayor Konstantine Anthony
Vice Mayor Nick Schultz
Council Member Zizette Mullins
Council Member Tamala Takahashi
Council Member Nikki Perez
Justin Hess, City Manager
Judie Wilkie, Assistant City Manager
Marisa Garcia, Parks and Recreation Director
Sen. Anthony Portantino
Graciela Coronado, Administrative Officer
via email and submission through official Bid Package

January 6, 2022

Dear Elected Officials and Officers of the City of Burbank,

It is my privilege to write in support of The Colony Theater retaining its sublease to the City of Burbank's Burbank Center Stage property.

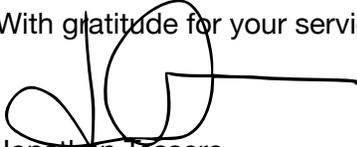
For more than twenty years of its near fifty year existence, The Colony Theatre has provided the residents of Burbank with truly world class theater, created by some of the nation's leading theatrical voices.

The Colony Theater has produced World premiers, West Coast premiers, significant theatrical works written by Burbank-area writers, and served as both a launching space for theatrical talent and, often, the first exposure of Burbank youth to professional theater.

The Burbank Center Stage offers audience members many significant positives that other nearby venues cannot and prove to be a major driver of attendance: free, safe, and convenient parking, a strong local talent pool, and intimate theatrical experiences. When paired with a company with the significance of The Colony Theatre it becomes an asset far more valuable than the investment in it.

I urge you to continue to work with the Board and Staff of The Colony Theatre to maintain the value of this tremendous asset to the city.

With gratitude for your service to our communities,



Jonathan Tessero

Jonathan Tessero's theater, television, and live event work has been nominated for Emmy Awards, Tony Awards, Drama Desk Awards, Best of Las Vegas Awards, and Broadway World Audience Favorite Awards. He is proud to consider the Los Angeles metropolitan area home.



2104 Colorado Blvd, LA, CA 90041
dpala.com 323-333-6001



On behalf of Daurden Performing Arts Conservatory and Love Thy Art 501c3, I am writing in support of the current leadership and operators of The Colony Theatre's proposal to continue leasing and managing Burbank Center Stage.

The Colony Theatre has been the home Theater for all Productions and Summer Camps of Daurden Performing Arts Conservatory and Love Thy Art 501c3, since 2018. Our non-profit has been able to produce three- four shows a year for young artists age 5-17 with the support of this incredible Theatre. The Colony has granted us discounted rental fees, house lighting and audio technicians, ushers and a home when we lost ours to a flood in 2019. Daurden Performing Arts would not have survived through this and Covid without The Colony hosting us during these times so we could continue to offer young artists a place to continue in the arts.

DPAC is a performing arts and aerial school built on confidence and kindness. We require our students to sign a kindness contract as we have a no bully policy and offer a space for young artists to thrive in an environment not distracted by bullies or a competitive nature. Love Thy Art offers ten scholarships per season in dance, musical theater and aerial arts to talented students who don't have the means to pursue it otherwise. We develop young artists to Broadway, television and film, through our nurturing Faculty and Alumni who are centered on the best technique and training for all young artists. All are invited to study the arts at Daurden, "those who cannot afford should not be ignored."

I'm honored and thrilled to be in an official partnership with The Colony Theatre and establish residency with this incredible company of Producers and staff. The team has been supportive beyond, "the business of booking" and reached out as fellow artists. The Colony knows the depths of Daurden programs and our mission for raising a generation of young artists who are not just talented, but kind and confident human beings.

Cassandra Daurden
Artistic Director/Owner
Daurden Performing and Aerial Arts Conservatory
President/Love Thy Art 501c3

January 16, 2023

To Whom It May Concern:

I am writing in support of the current leadership and operators of The Colony Theater's proposal to continue leasing and managing the Burbank Center Stage.

As a member of the Los Angeles theater landscape for over 25 years, I cannot emphasize enough the importance of The Colony Theater, both to the theater community and to the Burbank community at large. Since the Colony's move to Burbank in 2000, I have watched the organization grow into a major contributor to the city's arts environment. Under the stewardship of Heather Provost and Brenda Ramirez-Kalcoff, The Colony has re-energized itself as a vibrant and dynamic part of the cultural life of not only Burbank, but greater Los Angeles.

Theatre in Los Angeles has changed drastically over the past several years. Economic conditions, onerous union regulations and of course, the pandemic have squeezed out dozens of arts organizations, leaving us with very few healthy, functioning theaters. In this post-pandemic world, strong theaters with competent and committed management are not easy to come by. The fact that The Colony has come through these obstacles as a thriving, producing theater is a testament to the work and commitment of the current leadership team.

As I'm sure you're aware, the benefits of arts organizations cannot be underestimated, both in terms of economic benefits, and in the cultural and social benefits they provide. The Colony's commitment to presenting high-quality theatre -- much of which is geared to young audiences -- is an enormous asset that should be nurtured and supported. In addition, the value of Burbank's support of The Colony -- and vice versa -- is a tremendous gift for both the theater and the city.

As a theatre director who works on both coasts, I have watched with sadness as the L.A. theatre community has gotten smaller and smaller. There are fewer opportunities for local actors, directors, designers and technicians to exercise their art, and to nurture the next generation of audiences. In this current climate, having an organization like the Colony -- one of a very small handful of theaters in Southern California -- is a major achievement. An achievement of which Burbank should rightfully be proud.

Please feel free to contact me if I can provide any further information.

Best regards,

Richard Israel



January 19, 2023

1055 Wilshire Boulevard
Suite 800
Los Angeles, CA 90017
Tel 213.202.5858
Fax 213.580.0017
www.lacountyarts.org

City of Burbank
Department of Parks and Recreation
150 N. 3rd St.
Burbank, CA 91502

To Whom it May Concern:

This letter is in reference to The Colony Theatre's proposal to continue leasing and managing the Burbank Center Stage. The Colony Theatre has been a grantee of the LA County Department of Arts and Culture for many years receiving their first grant in FY 2004-05. They are a recipient of the County of Los Angeles Organizational Grant Program (OGP) grant which provides grantees with two years of support for general operating costs. Through this grant support the organization has been able to support staff salaries. Most recently they received support for the compensation of the Producing Artistic Director.

Grantees of the OGP positively impact residents, neighborhoods, and communities across our County by providing direct access and increased opportunities for quality arts activities and programming.

If you have any other questions, please reach out to the Director of Grants and Professional Development by email to amilanovic@arts.lacounty.gov.

Regards,

A handwritten signature in blue ink that reads "Kristin Sakoda".

Kristin Sakoda
Director
Los Angeles County Department of Arts and Culture

Board of Supervisors

Hilda L. Solis
Holly J. Mitchell
Lindsey P. Horvath
Janice Hahn
Kathryn Barger

Director

Kristin Sakoda

Chief Deputy

Heather Rigby

My Plea to keep The Colony Theatre in the hands of its current management

Happy 2023 Everyone!

I know many of you, however for those who are new to me please, let me introduce myself. I'm a Burbank homeowner celebrating 20 years of residence this next month. I'm employed by the BUSD and I work as a librarian for Dolores Huerta Middle School. I'm a passionate advocate for arts education in our schools and for almost 10 years I ran the Burbank Youth Summer Theatre Institute (BYSTI), a 3 week summer camp where Burbank kids 9-16 performed Shakespeare in the Parks putting their twist on the material. We operated originally out of Woodbury University, then moved to the Starlight Bowl, when that was no longer available the performances were held at The First Methodist Church.

At this time, when live storytelling is more important than ever, I was disheartened to discover plans to dismantle a theatre jewel in our crown. Whether by selling to the highest bidder to turn into a restaurant, a different unproven theatre company, a church, I feel that will be a mistake that we'd regret as a city that always claims to embrace the arts culture in our community.

Full disclosure I've never felt the city of Burbank appreciated the opportunity having a small, professional theatre right in its own backyard. When my daughter was in high school I was the parent who brought our drama fundraisers to The Colony - for evenings of improv and musical numbers. Not only did this give our students the opportunity to perform on a real stage, it introduced parents and families to the Colony Theatre. Imagine my surprise when hundreds of parents were shocked to find out we had this gem of a theatre right here in Burbank. Except for the limitations Covid placed on our performing community, that partnership with our BUSD school theatre programs continues today and has branched out to include opportunities for all schools not just the high school programs. An experience for our students interested in all aspects of the performing arts that is invaluable. It would be a shame to dismiss the impact this theatre has as an educational partner.

As a small, mid-sized theatre I feel there is great potential to not only bring a season of plays, small musicals, one-person shows, lecture series, children's theatre, family entertainment (just scratching the surface of opportunities here) but to also build an audience that is wanting live entertainment that won't involve driving 2 hours in traffic. An afternoon or evening out to relax, or to spark conversation that other communities like Pasadena, Culver City, Westwood are reaping the benefits of these days. There's absolutely no reason why Burbank can't have its own shining star that puts us on the level of other communities who make cultural arts a priority.

With our new multi-use developments springing up around the downtown area, having a theatre is a definite draw, especially one that can be walked to within minutes. One that is close to restaurants and one that offers something for everyone whatever their interest may be.

And now my plug for keeping the current staff - Heather Provost and Brenda Kalcoff have done something that, I'm sad to say, many other smaller theatres couldn't do since we had to shut down March 2020. They have kept this theatre alive. Is it all they wish it to be? Absolutely not. Do they have plans to make it the best it can be, a thriving theatrical community that grows every year and offers the best of the best for its community and for its patrons?

Absolutely! And I feel very strongly that they should be given the chance to show you the potential they see in this theatre.

All I'm asking of you is to take this request seriously, we are supposed to be the Media Capital of the World, we should have a thriving theatre community - we should be able to produce shows using the talent pool we have here of Burbank residents. Many stage, tv & film actors live in Burbank and would love to be able to work in their own backyard. If you decide to let this theatre go then we cannot claim to be a thriving arts community and that would be extremely unfortunate for all of Burbank.

Thank you for taking the time to read this plea,

Sincerely,

Lisa Dyson