



April 4, 2012

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## FOR IMMEDIATE RELEASE

### *City of Coos Bay Seeks Input on Egyptian Theatre*

During the next two weeks, anyone with an opinion about the future programming of the Egyptian Theatre will have an opportunity to express it.

The City of Coos Bay hired the firm Historic Theatre Consultants to conduct a market feasibility study of the Egyptian Theatre to help determine the future use and operation of the Egyptian Theatre when it reopens. Theatre patrons and interested area residents are asked to visit the City or the Association's website to complete a short survey about future programming and other improvements.

The City is partnering with the Egyptian Theatre Preservation Association (ETPA) on this project that will help guide future programming as well as key amenities needed to attract users and audience for the reuse of the Theatre. Consultants conducted a site visit March 20-23<sup>rd</sup> and included Herb Stratford, Historic Theatre Consultants of Tucson, AZ, Mary Bosch with Marketek, Portland and George Kramer, historic preservation consultant of Ashland. During this time the group met with the local project Steering Committee and board of ETPA, toured the Theatre, conducted focus groups, interviews and in-store visits with businesses and visited several other theatre venues in the area.

Lead consultant, Herb Stratford, commented: *"The Egyptian Theatre is a critical component of downtown Coos Bay's future. By understanding the needs and wants of the community, and also of the larger region, we can successfully plan for the near future and the long term survival of this spectacular movie palace."*

Next steps for the consultants are to survey the needs and interests of potential Egyptian Theatre users—both locally and beyond the south coast region and to survey area residents to learn about the types of programming they would like to have. The draft market study will be completed by June 1<sup>st</sup> and presented by Herb Stratford to the ETPA Board and project Steering Committee on June 13, 2012 at 5:30 p.m. in the fire department meeting room, 450 Elrod Avenue, Coos Bay.

The survey is available on-line by visiting the City's website: [www.coosbay.org](http://www.coosbay.org) as well as the ETPA's website at [www.egyptian-theater.com](http://www.egyptian-theater.com). Rodger Craddock, City Manager commented: *"The Egyptian Theatre is an invaluable entertainment anchor in Coos Bay and an important contributor to the vitality of area businesses."* The survey will be accessible beginning April 5<sup>th</sup> through April 20<sup>th</sup>. For more information contact Joyce Jansen, Economic Development Administrator, at 541-269-8924.