



A NEW STAGE

The Capital Campaign for
San Luis Obispo Repertory Theatre

*"Books are read and movies
are watched, but plays are felt.
In SLO REP's new theatre, the
plays will touch your soul."*

JEFF DANIELS

Actor and Founder of the
Purple Rose Theatre Company

SAN LUIS OBISPO
REP

A New Stage For

THE FUTURE

For more than 30 fabulous years, residents of San Luis Obispo have been coming to see live theatre in a borrowed, 97-seat venue in Downtown SLO.

It's time for **A New Stage**.

Over the last several years, San Luis Obispo's former "little theatre" has enjoyed a significant increase in attendance and pronounced artistic growth which has led to a swell of community support – support that continued to grow during a prolonged pandemic-forced closure.

Since re-opening, ACT educational programs have doubled. Audiences are returning to the theatre with enthusiasm. Ticket sales are strong and growing. And the line for the restroom is still way too long.

The beloved converted library building at 888 Morro Street is bursting at the seams.



DAMES AT SEA CAST | 1973

1947

A small group of plucky actors decide to put on a play and **San Luis Obispo Little Theatre** is born.

1952

SLO Little Theatre applies for 501(c)3 nonprofit status and immediately a handful of theatre lovers are transformed into the first Board members.

1993

SLO Little Theatre moves into the former City Library. Risers are built, seats are installed, and the public is welcomed into San Luis Obispo's new downtown theatre.

2017

SLO Little Theatre becomes **San Luis Obispo Repertory Theatre**, the only nonprofit, professional theatre in San Luis Obispo County.

A RICH HISTORY

Over 7 decades, in 27 different locations, more than 1,600 shows... SLO REP is one of the longest continuously running regional theatres in the nation.

"It's stunning how steadily this organization has grown. We are truly excited about SLO REP and its future."

JIM AND JEANETTE EFIRD
SLO REP Supporters

Since 2012 SLO REP has experienced...

71%
INCREASE

In season subscriptions

188%
INCREASE

In annual budget

495%
INCREASE

In annual giving

It's time to build a home for San Luis Obispo's theatre.

A New Stage For
**A VIBRANT
 COMMUNITY**

Locals and visitors enjoy a county teeming with artistic and cultural life and thriving local businesses. Restaurants, farmers' markets, concerts, festivals; galleries, symphonies, film, opera; and **the only non-profit professional regional theatre in San Luis Obispo County.**

At the gateway to San Luis Obispo's Cultural Arts District, SLO REP's new downtown venue will bring people together in the core of the county to share common experiences; to be reminded of life's joys, and be inspired to weather adversities; to better understand others and the world around them; to be transported into other worlds to gain knowledge or for pure enjoyment.

SLO REP is poised to make San Luis Obispo a national arts destination.

"Dinner and a show go hand in hand. SLO REP brings over 20,000 patrons downtown every year. I can't wait for that number to double."

PAT ARNOLD
 CEO, Covelop, Inc.



50,000+

The new, purpose-built downtown theatre will welcome more than 50,000 patrons through its doors annually, adding more than \$3 million to the local economy every year. The theatre will add 20+ staff members and employ more than 250 artists annually.

This partnership between SLO REP and the City of San Luis Obispo, using primarily private funds to build a community asset on City property, is part of a decades-long vision to enhance downtown's historic role as the beating heart of San Luis Obispo's rich culture and economy.



"Theatre and visual arts are crucial in expanding how we experience the world and each other. SLO REP's new theatre at the gateway to the downtown Cultural Arts District will be an important part of the joyful fabric of our community."

LEANNE STANDISH
 Executive Director, SLO Museum of Art

"In my years attending SLO REP, I have seen hundreds of fellow community members volunteer their time, and so many young people grow through their classes and productions. This theatre is literally part of the framework of our community."

SANDI SIGURDSON
 Non-profit Consultant & Community Activist

"I love being a part of a community that is committed to arts, culture and creative expression, where students can learn and artists thrive. Thank you for supporting SLO Repertory Theatre."

ERICA STEWART
 Mayor, San Luis Obispo

A New Stage Of **POSSIBILITIES**

*At the entryway to San Luis Obispo's
Cultural Arts District*

Designed by local architect Bryce Engstrom, the new building honors the history of downtown aesthetics while fulfilling the vision of a state-of-the-art destination facility for **nationally recognized regional theatre**.

- A 215-seat Mainstage theatre will double capacity yet retain the signature intimacy of SLO REP productions, with no seat more than 25 feet from the stage.
- A 99-seat Black Box theatre with convertible seating will cultivate innovation and showcase new work.
- A beautiful downtown setting for lectures, seminars, concerts and recitals, the building will be a valuable resource for local arts organizations and businesses.
- A spacious, welcoming lobby, and a charmingly landscaped outdoor area, will provide spaces to meet friends, do business or lift a glass.
- ***and plenty of restrooms!***



"I love that the new theatre is designed to keep the intimacy of the old space. Being close to the action is what I love most about seeing shows at SLO REP."

GINA KIRK

Longtime subscriber and first donor to the Capital Campaign

"SLO REP has long been a dynamic cultural force, giving San Luis Obispo quality, locally produced professional theatre and education. I can't wait to see how they build on their success with this new venue."

BETTINA SWIGGER

Former CEO, Downtown SLO

A New Stage For

COMEDIES

DRAMAS

MUSICALS

CLASSICS

**ORIGINAL
WORKS**

**FAMILY
TRADITIONS**

OUTREACH

CABARET

**SPECIAL
EVENTS**

**WORLD
PREMIERES**

**COMMUNITY
EVENTS**

CONCERTS



PICASSO AT THE LAPIN AGILE | 2014

MAINSTAGE THEATRE

A full subscription season of captivating dramas, outrageous comedies, delightful classics and crowd-pleasing musicals. The Mainstage theatre will also feature family-friendly holiday productions and the latest Broadway hits, a brand new, professionally produced school matinee program and designated availability for concerts and community events.

BLACK BOX THEATRE

A full subscription season of evocative and illuminating dramas, gut-busting, cutting-edge comedies and surprising, unconventional musicals. The Black Box theatre will also feature our popular Ubu's Other Shoe staged readings, two fully-produced ACT productions, professional late-night cabaret, playwrights' workshop productions and World and National Premieres every season.

22

Shows

324

Performances

7

Shows Each Week

45

Weeks Every Year

Playwrights in Residence

SLO REP will provide the community with never before seen American theatrical literature by producing world premiere plays and staging workshop versions of plays in development.

Artistic Partnerships

Expanded partnerships with Cal Poly, PCPA (Pacific Conservatory Theatre) and Cuesta College will provide their students hands-on theatrical training, internships and employment opportunities in production, technical and administrative theatre.

Community Resources

Both theatres in this state-of-the-art downtown venue will be available to the community and provide hundreds of hours annually for lectures, seminars, recitals and educational opportunities.

New Matinee Program

School matinees of mainstage performances will bring in students from around the county and beyond.

Educational Outreach

SLO REP will create traveling theatre programs, tailor-made for school assemblies and classrooms, presented to students throughout the Central Coast.

Boundless Creativity

Two purpose-built theatres with fully outfitted, state-of-the-art lighting and sound systems and added stage space means audiences will enjoy a greater variety of shows and the latest technical wizardry.

A New Stage For
EDUCATION



“Wonderful program! Kids grow, learn, and accomplish so much during this short time. Thank you for your hard work.”

LISA MCCARTY
ACT Parent

“My favorite part of theatre class was... EVERYTHING!!!!!!!!!!!!”

ANYA P.
ACT Student

“What an incredible experience for my daughter! We can’t thank you enough for offering a safe, creative space to help build her self-esteem!”

CHARLOTTE RINALDI
ACT Parent

“I have learned acceptance and understanding. I am no longer the shy, nervous little girl that I was on my first day. I have found my voice in the theatre and outside of it.”

SOPHIA LEA
ACT Student

“I can’t even begin to explain how big of an impact ACT had on my life.”

ISABELLE GRZNAR
ACT Student

Empleo Street Headquarters

Student enrollment in the ACT program was instantly doubled in 2022 with the purchase of the new SLO REP headquarters. The 10,000+ s/f building provides multiple fully-equipped classrooms, rehearsal spaces, instructor offices and plenty of room for continued expansion.

The new campus, just outside of downtown SLO, also provides administrative offices, a scene shop, a costume shop and valuable on-site storage.

The purchase of this building marks the first time in its 77+ year history that the organization has owned a property. This asset will serve SLO REP and allow for its expansion for generations.

We’d love to give you a tour!
Please contact Patty Thayer:
patty@slorep.org



SLO REP's Academy of
CREATIVE THEATRE
Imagination. Expression. Connection.

Academy of **CREATIVE THEATRE**

Imagination. Expression. Connection.

Every young person should have the opportunity to IMAGINE THE WORLD in which they would love to live.

The goal of ACT is to foster creativity and cultivate young people who think independently, welcome diverse ideas, embrace tolerance and understand themselves and their world a little better.

That is the TRANSFORMATIVE POWER of theatre.

Since 1994 the Academy of Creative Theatre has offered standards-based classes*, mentorship and production experience to hundreds of students, regardless of their family's financial situation. SLO REP is excited to greatly expand this beloved program with several new classrooms, workshop and performance spaces and technical equipment, designed and designated specifically for ACT.

*VAPA – Visual and Performing Arts standards for California public schools.

“We love ACT!”

THE VANDER WEELE FAMILY
ACT Students & Parents

JOIN US

For A New Stage of Unforgettable Characters and Extraordinary Stories

The City of San Luis Obispo has long had a vision to establish a Cultural Arts District in the heart of downtown as a center for the community's cultural and social life; to enliven and invigorate San Luis Obispo's downtown, attract tourists, provide arts and entertainment options beyond the bar and restaurant scene and enhance the quality of life for residents and visitors.

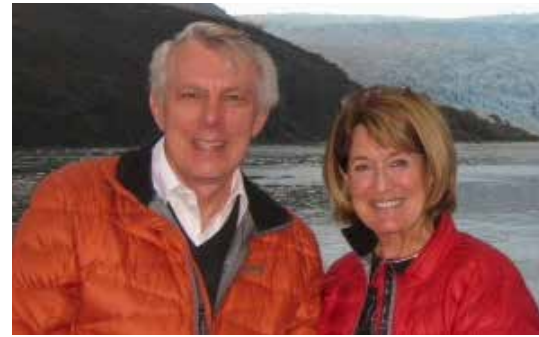
San Luis Obispo's Cultural Arts District, centered by Mission San Luis Obispo de Tolosa, currently features our historic Mission and museum, a vibrant, outdoor community plaza that hosts concerts and other community events, the well-established History Center of San Luis Obispo County in the historic Carnegie Library building, the delightful SLO Children's Museum and the impressive and evolving SLO Museum of Art.

San Luis Obispo's Cultural Arts District lacks just one crucial component: an indoor venue for live performances.

SLO REP's state-of-the-art professional performing arts facility will serve as the active anchor for the Cultural Arts District and affirm San Luis Obispo as the premier destination for arts and culture in the county. After more than 77 nomadic years, SLO Repertory Theatre will have a permanent home.

SLO REP is ready to bring this campaign for a new theatre to a successful conclusion.

Please join us to make this dream a reality!



"San Luis Obispo Repertory Theatre (San Luis Obispo Little Theatre) has provided value to our community for over 77 years and has earned, and deserves, a permanent home."

RICHARD AND CATHERINE LUCKETT
SLO REP Capital Campaign Lead Donors

PROJECT HIGHLIGHTS

PARTNERSHIP

SLO Repertory Theatre
City of San Luis Obispo

LOCATION

Corner of Monterey and Nipomo
Downtown San Luis Obispo

SIZE

11,862 square feet

CAPACITY

215-seat Mainstage theatre
100-seat Black Box theatre

CONSTRUCTION TIMELINE

2026 - 2027



"The decades-long vision for a designated arts district in the downtown core is finally coming to fruition, and SLO REP is a vital part of making this vision a reality. The City of SLO is 100% committed to our partnership with SLO REP, and look forward to bringing the Cultural Arts District Parking Structure and a new, purpose-built, destination regional theatre to our region by 2027."

DEREK JOHNSON
Former City Manager, San Luis Obispo

"I support SLO REP because the arts, and in particular, performing arts, are what builds character in a community. Not only is this a great resource, SLO REP continues to raise the bar and improve what they do. We need to support organizations with this kind of momentum!"

TIM WILLIAMS
CEO/Founder Digital West, Inc., and
SLO REP Steering Committee member

"The delight and laughter audiences have shared at SLO REP over the last 77 years provide deep cultural roots in San Luis Obispo County. This Campaign will provide SLO REP with a permanent home to be shared with our community and visitors from around the world. I am so proud to be supporting this project."

LIBBIE AGRAN
Executive Director, Wine History Project



“Visual and performing arts enhance our lives by expanding our view of the world and appreciation for other people’s stories. As the cornerstone of San Luis Obispo’s Cultural Arts District SLO REP’s new theatre will be an artistic and economic force in our downtown.”

DEREK JOHNSON

Former City Manager, San Luis Obispo

“I would just like to call out how happy I am to have the relationship with SLO REP and really appreciate its role in the community.”

ANDY PEASE

Former City Council Member, San Luis Obispo

A New Stage COMMUNITY SUPPORT

CAMPAIGN COMMITTEES AND ADVISORY COUNCIL

CATHERINE LUCKETT

Capital Campaign Chair, Retired Speech Pathologist

RICHARD LUCKETT

Capital Campaign Chair, Retired Nuclear Engineer (PG&E)

LIBBIE AGRAN

Director of the Wine History Project of San Luis Obispo County

JAMES APROBERTS

CEO, Subplot Studio

RYAN CALDWELL

CEO, Wacker Wealth Partners

DIANE CLAUSEN

Retired Development Professional

DAVE COX

Retired Sales & Marketing Professional

MAGGIE COX

Retired Marketing Professional

JOHN DUNN

Former City Manager - San Luis Obispo, Seaside, Monterey

STEVE HARDING

EVP/Regional President, American Riviera Bank

STEVE JOBST

Physician & Co-Founder, Central Coast Pathology

ERMINA KARIM

Associate VP of Mortgage Lending at Guaranteed Rate

PAM NICHTER

Retired Managing Partner of Osterweis Capital Management

RON REGIER

Former Managing Director Performing Arts Center, SLO

ANITA ROBINSON

Founder & CEO, Mission Community Bank (Retired)

ANN ROBINSON

Retired Computer Scientist

SANDI SIGURDSON

Non-Profit Executive (Retired)

DEBORAH SPATAFORE

Artist & Educator

BETTINA SWIGGER

CEO, Downtown SLO

MICHAEL SIMKINS

Retired Educator, Spokes CEO

DR. KE-PING TSAO, MD

Plastic Surgeon

JONATHAN YORK

Retired Professor & Consultant

CHIP VISCI

Retired Publisher, Editor and Communications Strategist

TIM WILLIAMS

Entrepreneur, Founder of Digital West

JANICE FONG WOLF

Retired Director of Grants & Programs, The Comm. Foundation SLO County

THEATRE INDUSTRY ADVISORY COUNCIL

JON BAKER

Head Dramaturg, Woolly Mammoth Theatre Company Festival

PAUL BARNES

Freelance Director, Regional Theatres across the US

ART BORRECA

Co-Head, University of Iowa Playwriting Program

BRAD CARROLL

Director/Music Director/Composer

RON CLARK

Co-Founder/Artistic Director, Riverside Theatre, Iowa

ROGER DELAURIER

Former Conservatory Director of PCPA, Pacific Conservatory Theatre

ERIC FORSYTHE

Professor Emeritus, Theatre Arts/ Former Head of Directing, University of Iowa

BEN HILL

Executive Director/Co-Founder, Hollywood Fringe Festival

STACEY JONES HILL

Co-Founder Hollywood Fringe Festival

JODY HOVLAND

Actress and Co-Founder, Riverside Theatre, Iowa

KAREN KOHLHAAS

Founding Member/Director, Atlantic Theatre Company, NYC

LAWRENCE LESHER

Director/Actor, NYC

ALAN MACVEY

Director, Division of Performing Arts, University of Iowa

JAMES RODAY RODRIGUEZ

Actor/Director/Screenwriter

DAVID SELBY

Stage and Film Actor

TERESA THUMAN

Producing Artistic Director, Sound Theatre Co. Seattle, WA

Now is the Time For

A NEW STAGE

In 2012, the City of San Luis Obispo created a revised map of the section of Nipomo Street between Monterey and Palm Streets — the location of the proposed parking structure. Next to the structure was a plot of land marked “San Luis Obispo Little Theatre”.

The possibility of a new theatre for an organization that had been operating — since 1947 — in converted to make-shift rented venues throughout San Luis Obispo County, ignited the imagination of the board and staff, and set in motion several years of research and planning.

By 2019, after more than doubling the operating budget, strengthening the Board of Directors, transitioning from an all-volunteer to a professional organization, and rebranding to San Luis Obispo Repertory Theatre, a campaign goal was set and committees began to solicit lead gifts.

Throughout the forced closure caused by the pandemic, coordination with the City continued and SLO REP gratefully received gifts and pledges from private donors who shared the vision of a new community asset in the future Cultural Arts District.

2022 was a momentous year. The City Council approved a \$3.94 million challenge grant to assure the project’s timely completion. SLO REP completed its first-ever purchase of real estate at 3533 Empleo Street, which immediately enabled the expansion of the Academy of Creative Theatre (ACT) and provided SLO REP with an administrative, education and production campus that will serve the organization for decades to come.

Financial Overview

Project Goal	\$21.5M
Expenses	
New Theatre Complex	\$16.7M
Empleo St. Headquartes	\$3.0M
City-Required Reserves	\$300K
In-Lieu Parking Fees	\$500K
Campaign Expenses	\$1.0M



Construction Timeline



2023

March - May

- City of SLO removes structures on building site and completes utility undergrounding

June - August

- Soil Sampling & Mitigation for Contamination

September - October

- Demolition of parking lot
- Council awards construction contract

November - December

- Phase 2 City Construction: Vertical construction of parking structure begins

2024

January - December

- City Construction continues
- SLO REP fundraising continues

2025

January - December

- City Construction continues
- SLO REP launches broad-based fundraising campaign

2026

- Cultural Arts District Parking Structure Complete!
- SLO REP begins construction of new theatres

2027

- *Grand Opening Celebration for the new SLO REP Theatres!*

A New Stage For
A DEDICATED TEAM



Kevin Harris grew up on the Central Coast performing with many local theatre groups, including the San Luis Obispo Little Theatre. He went on to study at the Tisch School at NYU and at the Atlantic Theatre Company. He was the Artistic Director of San Luis Obispo's first professional theatre, Centerpoint Theatre Group and the Theatre Manager of the Contemporary Art Center in New Orleans. He received his Master of Fine Arts in Directing from the University of Iowa and worked throughout the country and in the Middle East directing and as a collaborator on original plays.

“Creation of new works for the American theatre is a priority. I am confident that SLO REP can establish programs to make significant contributions to the national theatre conversation.”

KEVIN HARRIS
 Managing Artistic Director

STAFF

KEVIN HARRIS
 Managing Artistic Director

PATTY THAYER
 Development & Capital Campaign Director

KERRY DIMAGGIO
 Education Director

SUZU NEWMAN
 Production Manager

DAVID LINFIELD
 Technical Director

RACHEL TIETZ
 Assistant Education Director

SHANNON PETERS
 Assistant Education Director
 Emplo Office Manager

BRIAN LAMPERT
 Volunteer Coordinator
 Front of House Manager

CAREY BLAUVELT
CYNTHIA FORD
MAKENZIE FRY
 Box Office Staff

AARON JACKSON
SONYA JACKSON
ABE LINCOLN
CARLY MEDINA
 Assistant House Managers

RYAN LOYD
 Photographer / Videographer



“With this new downtown venue, our intention is for SLO REP to become one of the nation’s premier regional theatres, and one of the region’s largest cultural and economic drivers. This is our vision; we are committed to it, and we know it is possible.”

PAM NICHTER
 SLO REP Board President

BOARD OF DIRECTORS

President

PAM NICHTER
 Retired Managing Partner of
 Osterweis Capital Management

J. KEITH GEORGE
 Retired Attorney

Vice-President

DIANE CLAUSEN
 Retired Development Professional
 California Educational Institutions

RICHARD LUCKETT
 Retired Nuclear Engineer (PG&E)

KEVIN MAGON
 Small Business Owner

Treasurer

DEBORAH STEWART
 Retired CPA, Glenn Burdette

SUSAN MINKER
 Retired M.D. (Radiologist)

JEFF OLDS
 CEO at SLO Life Co./Owner Jamba
 Juice Central Coast Franchises

Secretary & Past President

MICHAEL SIMKINS
 Retired Educator, Spokes CEO

PAUL ROSE
 Project Manager, Semmes & Co.
 Builders

JAY BECK

Sr. Vice President, Regional
 Commercial Banking Manager,
 American Riviera Bank

CHIP VISCI
 Retired Publisher, Editor and
 Communications Strategist

CASAN CALLAWAY

Former SVP, Global Operations at
 Quotient Technology, Community
 Volunteer

ELLIE WASHINGTON
 Realtor with COMPASS

JERRY CHIRPICH

Retired Executive Deluxe
 Corporation

JONATHAN YORK
 Former Cal Poly Professor &
 Consultant



Mission Statement

SLO REP strengthens theatre's cultural influence and enriches the Central Coast by producing professional theatre, nurturing artists and providing theatre education for children and adults.

Our Belief

Live theatre's powerful storytelling connects people in ways that open the mind, nourish the soul and illuminate our shared humanity.



Photos by

RyLo Media Design, Ryan C. Loyd

Design by

Subplot Studio



SLO REP

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93406

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(805)592-3190

www.slorep.org/a-new-stage