

# Theater Development Plan

2026



PO Box 432  
Brookfield, IL 60513

**BROOKFIELD** THEATER CORPORATION

708-247-1015  
info@strandbrookfield.com  
www.strandbrookfield.com

# Brookfield Theater Corporation

The Brookfield Theater Corporation is a nonprofit organization created to provide a space for community performing arts groups in which to rehearse and perform at an affordable cost, while allowing the freedom to maintain artistic control over their work.

The Brookfield Theater Corporation Team is comprised of more than fifteen community theater veterans with an unsurpassed level of experience in all aspects of community theater. Not only is this Team experienced in community theater, but also includes many professionals including an architect, several attorneys, a former CFO, investment professionals, technology professionals and more.

## Strand Theater

The building will be called the "Strand Theater". This name was chosen in recognition of a movie and vaudeville theater that existed in Brookfield, on Grand Boulevard, from 1925 to 1952.



The performance space will be configured in a manner that is commonly referred to as a "black box" theater that will seat between 125 and 150 people.



The space will be made available to all arts organizations, regardless of age, race, sexual orientation or any other factor. The space will be suitable for theater, dance, music, comedy, film and all other types of performance art. The vast accumulated experience of the Brookfield Theater Corporation team will provide the critical insight needed to assure the success of a community theater operation.

## Glaser Players

We have also created a new performing troupe called the Glaser Players, named after the late Darel Glaser who was a friend and mentor of many members of the Team. While the name is new, the members of this troupe come from a number of local community theater companies, with some having performed together for more than 40 years. This group has significant experience in all aspects of community theater including performing, producing, directing, technical direction, box office management, financial management, promotion and advertising and more. We also have a number of theater professionals who have worked on stages all over the country, including Broadway, who enthusiastically support our efforts and have pledged to share their vast talent and knowledge to assist us in making this undertaking a resounding success.

# Glaser Players (cont.)

The Strand Theater will be the home of the Glaser Players and the troupe plans to stage as many as four productions at the facility each year. With the Strand being the troupe's home, all net revenue generated by these productions will go directly to the operation, maintenance and improvement of the Strand Theater facility.

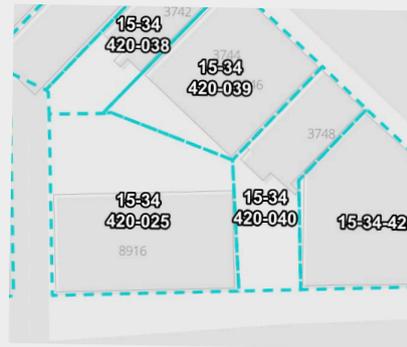
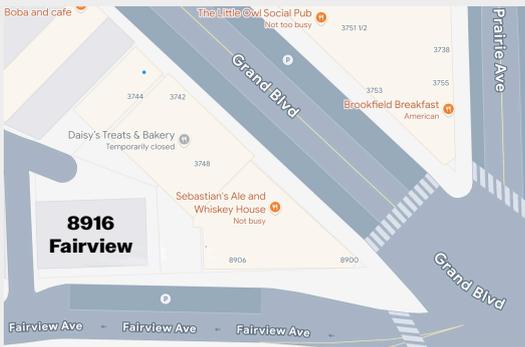
All individuals associated with the Brookfield Theater Corporation, Strand Theater and Glaser Players are volunteers and no salaries or other compensation will be paid, making it possible for all revenues to be directed to the mission of bringing the performing arts to the entire community.

## Community Impact

We are committed to make the arts available to the entire community. This will be accomplished by presenting productions at different price levels, including, in some instances, without any admission fee. The material presented will also vary, with different productions aimed at audiences of all ages, including children and seniors.

## 8916 Fairview Avenue

The Team has come to terms with the owner of the building at 8916 Fairview Avenue in Brookfield, Illinois.



This solid brick building was built in 1922 and for its first 103 years, it was operated as an auto repair shop. We will be upgrading the look of the exterior of the building and gutting the interior of the building to construct the theater space.

This building is ideal for our plans as it is close to downtown Brookfield, an area that is known as the village's "entertainment district" with a number of restaurants, bars, several coffee shops, an ice cream shop and other attractive businesses within walking distance.

Across from the building, on Brookfield Avenue there are 75 public parking spaces that would be available for our patrons. There is also street parking nearby, not to mention the Metra train station less than one block away and a stop on Pace bus route 331 on the corner just east of the building.

## Acquisition & Construction

The Brookfield Theater Corporation has come to terms to purchase the building from the current owner at the price of \$490,000. The building will be purchased on an as-is contract. Since the Brookfield Theater Corporation is a 501(c)3 nonprofit corporation, there will be no property taxes associated with the ownership of the property.

Once the purchase has closed, the building will undergo a comprehensive interior demolition. Upon completion of the demolition, the entire interior of the building (walls and ceiling) will be painted black. The demolition work and painting will be completed by volunteers, with the paint being donated.

After this, a lobby will be created on the east end of the building, encompassing a size of 15' x 40'. On the north end of this space, restrooms will be constructed. Also a deck will be constructed above the lobby and restrooms to create office, storage and technology space.

The seating and performance space will consume the remainder of the space, an area of roughly 55' x 40'. The stage and seating will be modular so that they can be reconfigured to accommodate different types of performances. Any other necessary "walls" will be created using curtains so that they can also be reconfigured according to the producers needs.

# Acquisition & Construction (cont.)

The construction costs to convert the building to a black box theater are estimated as follows (estimates created through our architect and construction consultants):

Construction wall to create lobby space	\$ 5,000
Restrooms	\$40,000
Rejuvenate floor	\$ 15,000
Upgrade HVAC	\$30,000
Upgrade Electrical	\$ 15,000
Miscellaneous	<u>\$ 5,000</u>
Total Construction Costs	\$110,000

Total Acquisition and Construction Costs \$600,000

The funds to complete the purchase and subsequent construction will be assembled from a number of different sources. We are currently working Semble, a firm that specializes in creating financing packages for nonprofits. The Semble program makes it possible for members of the community to participate in the project by making investments. These investments can come from personal savings, IRA accounts and other sources. To see our Semble loan listing, please go to: <https://tinyurl.com/28x36ffj>. The funds that are not raised through individual investments, will come from donations through our fundraising efforts (see "Fundraising" below), institutional investors, banks, investment funds and other financial firms as necessary. While we are supremely confident in this project, and have invested our own money, please remember that all investments have risk and there is no guarantee of return of neither principal nor profit.

## Fundraising

We have created a fundraising plan which is designed to bring in funds in addition to the revenue generated through normal operations. These additional fundraising programs include, but are not limited to the following:

Purchase a seat - the donor would have the opportunity to purchase a seat and have their name placed on a small plaque and attached to the back of the seat. We have already acquired 125 seats, so the only expense related to this program will be the price of the plaques. Price per seat will be \$100

\$10,000

Personalized bricks - Donors will have the opportunity to purchase personalized bricks which will be installed in front of the building in place of the current sidewalk and in the parkway. Specifics on pricing have not be completed with the vendor.

\$10,000

In addition to the items listed above, we are also making available naming rights as follows:

The entire building ("\_\_\_\_\_ Performing Arts Center - Home of the Strand Theater")  
- minimum of 75% of the entire project cost or \$450,000

The performance space ("\_\_\_\_\_ Auditorium") - a minimum of 40% of the entire project cost or \$240,000

The lobby space ("\_\_\_\_\_ Lobby") - a minimum of 20% of the entire project cost or \$120,000

The term of these rights is 25 years.

In addition to these fundraising programs that will assist in the purchase and construction of the building, there will be an ongoing fundraising effort to assist in enhancing revenue streams.

## Operations

Revenue from operations will be realized as follows:

Rehearsal income: There will be a large curtain installed that can be used to divide the performance space into two rehearsal spaces. If a theater company will be hosting their performances in the space, they will be permitted to use one of the rehearsal spaces without charge. If they will be performing in a different space, they can rent one of the rehearsal spaces for \$25 per rehearsal based on availability.

Estimated annual rehearsal revenue: \$2,500

# Operations (cont.)

## Performance Income

Glaser Players: The Glaser Players will produce all of their shows at the Strand Theater with all net income from these productions going directly to the Corporation. The plan is for three adult productions (six performances per production, one children's theater production (three performances minimum) and one summer student program (students pay a reasonable tuition).

Annual net income from Glaser Players: \$25,000

Other Companies: Other performance companies will be give two options to choose from relative to rental:

Ticket revenue sharing: The Strand Theater receives \$5 per ticket, or

Flat rental rate: The Stand receives \$500 per performance.

Annual income from other performing companies: \$40,000

This estimate is based on bookings for 25 weekends or a total of 75 days.

Income from other types of performances (films, dance, spoken word, music, improv, etc)

Annual net income from other performances: \$15,000

Sales income (concessions, apparel, etc) \$5,000

**Total Operations Revenue \$82,500**

## Operating Expense

Loan payment (this includes an interest-only loan payment plus principal payments) \$45,000

Insurance \$10,000

### Utilities

Electricity \$8,500

Natural Gas \$3,000

Supplies (concessions, etc) \$3,500

**Total Operations Expense \$70,000**

**Annual Net Income \$12,500**

# Programming

Some of the programming that would be featured at the Strand would include:

- Old-time Radio Shows
- Traditional Plays and Musicals
- Experimental and Original Theater Productions
- Intergenerational Theater Programs
- Theater Classes For All Ages
- Film Festivals
- Free Classic Movies for Seniors
- Midnight Art Movies
- Children's Film Program
- Stand Up Comedy Open Mic Nights
- Improv Comedy Nights
- Poetry Slam
- Evenings of Spoken Word
- Dance Recitals
- Earlybirds Dance Club
- Musical Open Mic Nights
- All-ages Taylor Swift, pop group and Broadway Raves
- Battle of the Bands
- Karaoke party
- Teen programs
- and More...

Our intention will be for this property to be used to the fullest extent possible. The time and funds invested in rehabilitating and updating the building in a manner consistent with the expectations of a modern arts facility, would warrant consistent and constant usage. We would not undertake a project of this scope without a firm belief in its viability.

Our commitment to serving the community will be reflected in the use of a volume pricing policy. This would result in larger crowds paying smaller ticket prices, rather than smaller crowds paying larger ticket prices. This policy will result in comparable amounts of total revenue generated, while providing entertainment to more residents and providing a more enjoyable experience for the audience and the performers. We all plan to keep facility rental charges as low as possible in order to maximize the number of days the facility is used.

The building will be made available to any and all arts organizations with a strict commitment to serving all members of the community regardless of race, color, gender identity, sexual preference, religious beliefs or any other factor.

## **Join us and help us turn this:**



**into this:**



**and this:**



**into this:**

