

Theater Development Plan



Po Box 432
Brookfield, IL 60513
708-247-1015

www.strandbrookfield.com
info@strandbrookfield.com

BROOKFIELD THEATER CORPORATION

Brookfield Theater Corporation

The Brookfield Theater Corporation is a nonprofit corporation, registered with the State of Illinois and with a 501(c)3 designation from the IRS. The Corporation was created to provide a space for community performing arts groups in which to rehearse and perform at an affordable cost, while allowing them the freedom to maintain artistic control over their work.

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



The performance space will be configured and decorated in a manner that is commonly referred to as a "black box" theater that will seat approximately 125 audience members (the image below is an example and is not an actual picture of our space).



Strand Theater (cont.)

The Strand Theater facade will honor Brookfield's architectural history while welcoming the community into a revitalized space for the performing arts. Our intention will be to preserve the building's original structural elements, while enhancing the space with subtle, historically inspired details, so that the building feels authentic, familiar and rooted in place.

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.

Facility

In September 2026, the Brookfield Theater Corporation entered into a contract to purchase the buildings at 3740 and 3742 Grand Boulevard in Brookfield to house the Strand Theater performing arts venue.



Once the purchase has closed, the buildings will undergo an interior reconfiguration. The performance space, which will be housed in the 3740 building, will be fully modular so that the space can be reconfigured to accommodate different types of performances. Any other necessary "walls" will be created in such a way that they can also be reconfigured from production to production, according to the requirements of that particular show.

A lobby, including a box office, concessions and restrooms will occupy the 3742 building.

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.

Glaser Players

We have also created a new performing troupe called the Glaser Players, named after the late Darel Glaser who was the longtime director of the Riverside Theater Guild and was also a friend and mentor of many members of the group. 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, 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.

The Strand Theater will be the home of the Glaser Players and the troupe plans to stage four productions or more 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.

Financing

The funds to complete the purchase and subsequent construction will be assembled from a number of different sources. The bulk of the funds needed for the building purchase will come from a commercial real estate loan. The funds that are not raised through that channel, will come from, private investors (see "Investors" below) and donations through our fundraising efforts (see "Fundraising" below).

Investors

A "Founding Investors Program" has been developed, with a minimum investment of \$500. Those investing through this program will be honored on a permanent display in the lobby of the facility. Please see the "Founding Investors Program" document for more information.

Fundraising

We have created a fundraising plan which is designed to bring in funds in addition to the revenue generated through normal operations. An example of these fundraising programs would be "Purchase a Seat" where the donor would have the opportunity to purchase a seat and have their name placed on a small plaque and attached to 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. For more information, please see our "BTC Fundraising Plan".

Financial Viability

The Brookfield Theater Corporation has a number of members with extensive finance knowledge and experience, as well as individuals with extensive experience in managing community theater companies. The professionals came together to create a comprehensive financial forecast for the Strand Theater and believe that is a realistic and achievable illustration of the financial viability of the project. Please see the document titled “BTC Strand Theater Pro Forma Annual Financial Forecast”.

Programming

The programming that would be featured at the Strand will include:

- Traditional Plays and Musicals
- Experimental and Original Theater Productions
- Intergenerational Theater Programs
- Theater Classes For All Ages
- Old-time Radio Shows
- 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 parties
- 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 performing 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 charging higher ticket prices, which would typically result in smaller audiences.. 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 plan to keep facility rental charges as low as possible in order to maximize the number of days the facility is used.

Conclusion

We appreciate you taking the time to review our proposal and hope that you are as excited as we are to bring a performing arts venue to the Brookfield community. We thank you and we hope to see you soon at the Strand Theater!



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