



# RUBY IN THE ROUGH

a robidoux resident theatre capital campaign



615 S. 10th Street  
St. Joseph, MO 64501



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# WHO ARE *we*

St. Joe's own award-winning and nationally acclaimed **Robidoux Resident Theatre** has produced Broadway-style, live theatre shows for 39 years! Over 100 stunning performances with gorgeous costumes, fabulous sets and amazing talent are enjoyed by our patrons every year.

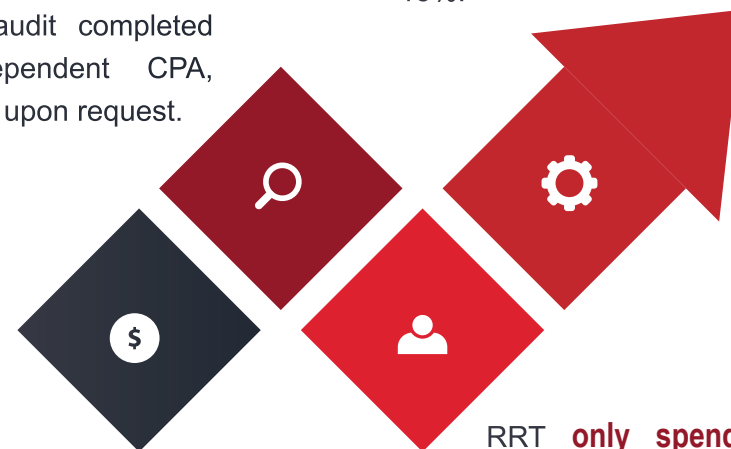
**Robidoux Resident Theatre** engages, inspires, entertains and challenges our community through quality theatrical and artistic productions while providing a stage for artists to perform and cultivate their artistic expression. We provide lifelong educational programming, ensuring the long-term viability for community theatre in Northwest Missouri.

ROBIDOUX  
RESIDENT  
THEATRE

# WHY *donate to* RRT

99% of your donation goes directly to the building and remodeling costs! We are only spending 1% on our Capital Campaign costs, **much less** than the national average of 15%!

Annual audit completed by independent CPA, available upon request.



RRT has a **2.3 million dollar impact** on the local economy.

RRT **only spends 13.9% annually on administrative costs**, compared to the national average of 37%.



# WHY

## *a capital campaign*



**RRT is bursting at the seams!** Every year, we turn away dozens of children from our summer camp, due to **lack of space**. With up to six shows in production at one time, RRT must hold rehearsals at **numerous locations** throughout downtown, including several without heat or air conditioning. The Tabletop dinner shows **sell out quickly**, leaving many unable to experience **St. Joe's premier dinner theatre**.

In April 2018, RRT bought the B'Nai Sholem Temple at 615 S. 10th Street, built in 1932. It will be repurposed into a new **12,000 sq ft performing arts center**, including our crown jewel, a 300-seat venue, named the **Ruby Theatre**. RRT is proud to be given the opportunity to honor the history of the building, while contributing to the **revitalization** of the neighborhood and **expanding the downtown artistic footprint**.

We will **triple our youth classes** and provide **bright, fun spaces** for children to **explore the art of theatre**. Seating capacity at the Tabletop dinner shows will also triple, and our dedicated actors will finally have **climate-controlled rehearsal space**.

RRT will continue to be the **resident theatre company** of the beautiful and historic **Missouri Theatre**, where all our Mainstage shows will continue to be performed. All other RRT programming will **now be under one roof!** All auditions, rehearsals, Tabletop performances, theatre academy classes and performances will be in our complex, encouraging a more **collaborative and team-building environment** for our 450 loyal volunteers.







**\$2.3**  
**MILLION DOLLAR**  
**LOCAL ECONOMY IMPACT**



**20,500**

**VOLUNTEER HOURS A YEAR**



**470**

**VOLUNTEERS**

**OVER**

**23,000**

**TICKETS SOLD**

**OVER 100**  
**PERFORMANCES**  
**ANNUALLY**



**15,000**  
**YOUTH ATTENDANCE**  
**THIS YEAR**

**RRT MWSU SCHOLARSHIP**  
**FOR OVER 20 YEARS**



# YOUTH

*are the future*

- Our **youth are the future of RRT**, therefore it's critical for RRT to continue to build a **vibrant and innovative youth education** program.
- RRT provides the rare opportunity for children to be cast alongside adults in a large show at the Missouri Theatre.
- RRT Youth Summer Musical Camps always have a very long waiting list due to their **high quality and affordability**.
- RRT is an **irreplaceable community resource** to our schools, especially during this time of budget cuts for SJSD.



**Theatre**  
Academy

# COST *and* PLAN

**FIRST capital campaign in our 39 year history!**

RRT's operations are self-sufficient, but a project of this size requires us to ask for your help.

|                                      |                  |
|--------------------------------------|------------------|
| • Building & Addition Costs          | \$220,000        |
| • Mechanical and Electrical Upgrades | \$34,000         |
| • Interior Renovation                | \$95,000         |
| • Wheelchair Accessibility           | \$57,000         |
| • Capital Campaign Costs             | \$5,000          |
| • Contingency                        | \$39,000         |
| • <b>TOTAL PROJECT COSTS</b>         | <b>\$450,000</b> |

**RRT operates very efficiently**, therefore, we don't rely heavily on donations. **NOW** is the time that **RRT NEEDS YOU!** We are asking everyone who enjoys RRT shows to donate what they can to this exciting project.

- Build a 1,500 sq. ft. addition for storage, backstage space and dressing rooms
- Improve classrooms and performance space for children
- Expansion of the stage, with new lights and sound system
- Add ADA bathrooms and lift/ramps to make all areas handicap accessible
- Renovate kitchen, bar and dining area
- Repair HVAC, roof, electrical and plumbing

**99% of your  
donation goes  
directly to this project.**

Only 1% is used for fundraising costs and ZERO on administrative costs!



# LEVELS *of* GIVING



## SEATBACK *sponsors*



- Permanent name recognition at the performing arts complex is included with each level of giving
- Ruby and Ruby 10k levels of giving also include a seatback sponsorship
- Your tax-deductible donation will go toward a venue that will provide quality entertainment for years to come.

- A seatback sponsorship is an additional way to support our project in addition to our levels of giving.
- Your love for the arts will be recognized at our shows by having your name or memorial engraved on a plaque attached to the back of a Ruby Theatre seat.
- Sponsorship does not guarantee a reserved seat for any performance.
- Seats will be reserved on a first-come, first-serve basis.
- If you prefer a specific seat, please contact the office.
- You have up to 30 characters to be included on the seatback plate

**1** Rows 1-2 | \$900 (Individual/Family)  
| \$1800 (Business)

**3** Rows 5-12 | \$500 (Individual/Family)  
| \$1000 (Business)

**2** Rows 3-4 | \$700 (Individual/Family)  
| \$1400 (Business)

**4** Balcony | \$300 (Individual/Family)  
| \$600 (Business)

**Various complex naming rights are available | \$5,000-\$50,000**



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RESIDENT  
THEATRE

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Non-Profit  
Organization  
U.S. Postage  
**PAID**  
Permit #91  
St. Joseph, MO

**YOUR CONTRIBUTION WILL ASSIST IN POLISHING  
OUR RUBY THEATRE, THE JEWEL OF NW MISSOURI**



**RUBY**THEATRE