



B Street Theatre

2711 B Street
Sacramento, CA 95816
ph. (916) 443-5391
www.bstreettheatre.org/next-stage

Media Contact

Lesley Miller
Media (916) 442-1394
Public (916) 443-5391
lesley@3foldcomm.com

Capital Campaign Fact Sheet

About the B Street Capital Campaign:

- Total project cost: \$24 million
- Capital Campaign goal: \$9.5 million
- Size of the new theatre: 40,000 sq. ft.
- Amount of ground-floor retail space in the new theatre: 3,000 sq. ft.

An Overview of Program and Space Expansion:

- Attendance at the new B Street Theatre is estimated to exceed 160,000 per year, a 60% increase from current annual attendance.
- Family Series capacity is currently 110 seats per show; the new theatre will more than triple that number, bringing it to 365 seats per show. Most of the forecast growth in attendance is derived from schools and families.
- Mainstage Series capacity will increase from 200 to 250 seats per show, maintaining the intimate atmosphere B Street is known for.
- The new theatre will provide much-needed rehearsal, conservatory, and office space, which is in scarce supply at the current location.

More About B Street Theatre Expansion's Impact on the Local Economy:

- The increase in attendance is estimated to create an additional \$625,000 in offsite visitor spending (over and above the amount of offsite visitor spending currently generated by B Street attendance). Much of this spending will take place in Midtown and Downtown Sacramento.
- The economic impact of theatre construction is forecasted to be nearly \$20 million, accounting for 121 full and part-time jobs.
- B Street's operating budget will increase by \$2.1 million by the third year of operations in the new building. This will increase the theatre's annual impact on the local economy by \$1.9 million in indirect and induced expenditures.
- An additional 76 full and part-time jobs will result from the theatre's expansion. An additional 16 jobs in related industries are also expected to result, creating a total of 92 new full-time jobs.

Source: Economic Planning Systems, B Street Theatre Expansion, Economic Impact Analysis (April 2010)