

**STATE**  
THEATRE  
FOR THE ARTS

2025  
Annual  
Report

# STATE THEATRE FOR THE ARTS

## Annual Report 2025

**It is the mission of the State Theatre for the Arts to develop the historic State Theatre as a vibrant community center for innovative cultural arts programming and popular events that foster the cultural enrichment and economic sustainability of historic downtown Red Bluff.**

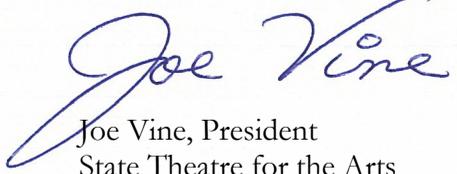
Dear friend of the State Theatre,

It is my pleasure to share with you the 2025 Annual Report for the historic State Theatre. After shutting our doors for nearly 18 months during calendar year 2022-2023 as a result of the Covid pandemic we have transitioned to business as usual relating to bringing high quality concert programming to the theatre. This report is prepared primarily in order to update those in the community who have placed their trust in STFTA by contributing financial and other support toward the purchase, restoration and operation of the historic State Theatre as a resource for the entire community today and for future generations. It is our hope that after reviewing this document, those of you who have provided financial support in the past will choose to continue your support of the historic State Theatre.

While this annual report contains statistical information, its primary intended purpose is to provide the reader with a basic overview of successes achieved through our capital campaign to purchase and restore this grand old community treasure, and to give you a view of our efforts to broaden and increase utilization of this wonderful performing arts venue by all segments of the community.

Additional information is available through the State Theatre website at [www.statetheatreredbluff.com](http://www.statetheatreredbluff.com), or by calling the State Theatre at (530) 529-2787.

SEE YOU AT THE STATE!



Joe Vine, President  
State Theatre for the Arts

The non-profit State Theatre for the Arts has occupied the State Theatre for 25 years, the first ten years as a tenant of the theatre under private ownership. In early 2010, a decision was made to cease the landlord/tenant relationship and devote that year to making an informed decision regarding the potential for purchasing the theatre. After several months of study, a strategic planning session was held with community stakeholders. It was decided that, among other things, it was necessary to 1) thoroughly investigate the condition and market value of the State Theatre site's building, equipment, and mechanical systems, 2) investigate cultural arts and economic revitalization programming options, 3) determine needed facility and equipment improvements to accommodate new programming efforts, 4) develop a sustainable business plan, and 5) investigate the feasibility of a comprehensive capital campaign to attract the funding necessary to underwrite the cost of organization developments and community initiatives.

Upon completion of the above-referenced due diligence and strategic planning activities, a decision was made in December, 2010 by the STFTA Board of Directors to undertake a multi-year comprehensive capital campaign. The purpose of the campaign was to provide for the purchase and eventual restoration and/or upgrading of the State Theatre facility.

In early March, 2011, an agreement was reached wherein the State Theatre for the Arts would purchase the State Theatre for \$440,000. Financing was secured on a two-year interest-only basis through the Rural Community Assistance Corporation, and escrow was closed on the purchase of the State Theatre on October 16, 2011. With the amazing support from the North State community, we were able to pay off our note and burn our mortgage at a State Theatre celebration held in May of 2013.

### **Governance**

In order to satisfy the many facets of purchasing and operating a 80-year-old historic theatre, it is important to have ambitious, capable people with a whole lot of time to participate. This community is indeed fortunate to have such people! At the present time the State Theatre for the Arts operates the State Theatre largely as a volunteer organization. Following is a list of your friends and neighbors who served on the 2025 Board of Directors, and who along with many other volunteers completed over 1,000 hours serving the State Theatre in various capacities during calendar year 2025.

Joe Vine, President,  
Kevin Borrer, Past President  
Terri Williams, Secretary  
Joan Allen, Treasurer  
Bill Cornelius, Resource Development

Christy Forward, Marketing  
Austin Harter, Facilities Chair  
Rob McGrew, Resource Development  
Margie McGrew, Volunteer Coordinator  
Rachel Gunsauls, Membership Chair

### **State Theatre Donor Recognition Program**

Upon initiating our capital campaign to purchase and restore the historic State Theatre, we established a naming rights program whereby major donors were awarded naming rights for outstanding theatre features. Because all naming rights features were acquired almost immediately, a donor wall was installed at the theatre to recognize individuals, families, businesses and organizations that have contributed a minimum gift of \$1,000.00 to over \$25,000.00. At the present time over 200 individuals, families, businesses and other entities qualify for Donor Board recognition. We invite you to review our Donor Board the next time you visit the State theatre.

It is the goal of the State Theatre for the Arts to fully restore this grand old theatre, and the support received in support of our efforts thus far has been simply amazing. Calendar year 2025 marked another year in which we concentrated on restoring the theatre to its original state of grandeur. It is our sincere hope that those who have already contributed to our campaign will continue to see this project as a priority, one worthy of financial support. It is also our hope that others within the community who are capable of supporting this important project will provide additional funding during calendar year 2026. Additional information regarding the State Theatre restoration campaign can be obtained from any STFTA Board member, by accessing our website at [www.statetheatreredbluff.com](http://www.statetheatreredbluff.com), or by calling the theatre office at (530) 529-2787.

### **Calendar Years 2013-25 Restoration improvements at the State Theatre**

Because we now own this grand old building, businesses, individuals, and foundations look much more favorably at funding requests for building improvements and restoration. Because of the amazing support of this community, we have been very well positioned to address and complete several safety, program and restoration projects since purchasing the theatre in 2011. These projects are as follows:

- \* In calendar year 2013 we applied for a grant from the McConnell Fund of the Shasta Regional Community Foundation to fully restore the State Theatre blade (the exterior vertical sign) and marquee. Though the stated maximum amount available through the grant was \$50,000, the Foundation was so impressed with the level of support demonstrated by the community that we were awarded the entire project cost of \$65,000. The new blade and marquee were completed in the spring of 2014, and they now shine brightly over downtown Red Bluff on a nightly basis. We thank the McConnell Fund of the Shasta Regional Community Foundation for their support of the State Theatre.
- \* The State Theatre has a seating capacity of 744, slanting from bottom to top on a gradual incline. In order to ensure the safe passage of all who enter the theatre, we have installed safety railings to assist patrons as they navigate our stairs in the theatre balcony.
- \* With the support of the Tehama County AB109 cabinet-making program, we were able to tear out our old makeshift concession area and replace it with a beautiful state-of-the-art concession area that will serve patrons for decades to come. We thank the Tehama County Board of Supervisors, the Tehama County Probation Department, and especially program director Mike Shaffer, for creating this magnificent addition to the State Theatre.
- \* In support of our new concession stand, we were able to install new floor covering in our lobby area. We thank Dale's Carpet & Design for their role in providing this beautiful theatre addition!
- \* In the spring of 2014, a decision was made to demolish and replace the pavement in the alley adjacent to the theatre and our green room (dressing room), and to construct a 1,000 square foot concrete patio area for use in outdoor celebrations. This beautiful and safety-minded addition is valued at \$40,000. All work and materials were donated by the following contractors and businesses: Dudley Underground Constuction, Ben's Trucking, Foothill Redi-Mix, Robert Douglas Construction, Tullis Construction, Red Bluff Fence, and Sierra Pacific Industries. We now have a beautiful, safe environment in our alley/patio area at no cost to STFTA.

- \* We have been able to tear out and replace our undersized and outdated State Theatre stage. This project, as with most at the State Theatre, was supported in large measure by financial and in-kind contributions from such businesses as the Sierra Pacific Foundation, Madera Framing, and Bear Creek Contractors. We thank these great businesses for their support.
- \* 2014 also marked the completion of a beautiful restoration of our interior marquee, allowing us to post notices of and advertise for upcoming events.
- \* In early 2015 we applied for and received a grant from the McConnell Fund of the Shasta Regional community Foundation for \$50,000 to replace our 60 year old boiler heating system. We are pleased to report our new system is much more efficient to operate, and provides for a warm and cozy theatre throughout the winter months.
- \* With the 2015 completion of the new Haleakala Stage in our auditorium, we have installed a beautiful new stage curtain system that not only looks terrific, but enhances the overall effectiveness of our sound system in the State Theatre.
- \* With the support of our valued supporters, we were able to replace the flooring in the lobby of the State Theatre.
- \* With the support of a major financial donor who requested to remain anonymous, we were able in 2016 to enhance our State Theatre sound system and our lighting system. With this addition we are able to utilize a secondary sound board system adjacent to the theatre stage, and are now in a position to host any and all concerts without having to augment our systems with expensive rental equipment. We were also able to update our outdated electrical system within the stage area, providing more cost effective and safe service. 2016 was a very productive year as relating to restoration and safety enhancements in the historic State Theatre.
- \* In October of 2016 we rolled out our Seat Replacement Program. The cost to replace all 740 70-year old seats was approximately \$275,000. The entire cost of this project was funded from our Seat Sponsorship Program, wherein for \$500 groups and individuals were able to honor someone or something special with an inscription on a new seat.
- \* With proceeds received from a McConnell Fund of the Shasta Regional Community Foundation grant, we also completed the following restoration projects in calendar year 2017: auditorium ceiling and mural repair, carpet replacement in the auditorium and lobby, hardwood floor restoration.
- \* With proceeds from an anonymous donor, we purchased and installed theatre spotlights and painted the entirety of the lobby.
- \* With financial support from Pat Jenkins, the Paint Mart and the Paint Smith we were able to paint the entire exterior of the State Theatre during calendar year 2018.
- \* During calendar year 2020 with funds received from our generous supporters we were able to restore all of our auditorium ceiling and cove neon lighting.

- During calendar year 2024 we were able to restore the mirrored columns within the theatre lobby to their original condition as installed during theatre construction in 1945.
- In Calendar year 2025 with the amazing support of a giving community we were able to install a state of the art heating and cooling system within the theatre auditorium, something we have been hoping to acquire since purchasing the theatre in 2011.
- In 2025 we added an additional fixed bar within the lobby, allowing us to better serve a thirsty audience during theatre concerts and events.

### **2025 Calendar of Events at the State Theatre**

The State Theatre served as the preferred venue for a total of 38 different events during calendar year 2025. These events were attended by a total of near 12,000 patrons, for an average approaching 300 patrons per event.

State Theatre Performance Series concerts included such notable performers as Tommy Emmanuel, Dave Stamey, Glenn Miller Orchestra, Marty Stuart, Lewis Brice, James Garner, the Sun Kings, Lacy J. Dalton, Polar Express and Sara Evans.

Our rental program suffered greatly from the effects of a two year pandemic, having declined from a 2019 calendar year high of 37 rentals to 18 rentals during calendar year 2022. Fortunately we are slowly building our rental program to pre pandemic levels, having increased rentals to nearly 30 in calendar year 2025.

We are also sad to announce that after nearly a century serving this community the Tehama Concert Series will no longer offer high quality concert programming to the Tehama County community effective in the spring of 2026. We thank the Concert Series for being a valued partner and supporter of the historic State Theatre for the past 15 years.

### **Program Sponsors**

Calendar year 2025 marked the 12th year of our State Theatre Performance Series Sponsorship Program. Funds generated from this program are used to underwrite and guarantee quality programming at the State Theatre, as well as to support various State Theatre restoration and maintenance projects. We are happy to report that our Performance Series Sponsorship Program continues to grow.

We are very appreciative of our 2025 Performance Series Sponsors, and could not grow our State Theatre product without their support. Silver Sponsors: Cornerstone Community Bank, Heart S Event Center, Bid Cal On line Auctions, Gold Sponsors: Wheeler Logging, KIXE Public Television, Globe Life, McGrew Agencies, Sierra Pacific Foundation and Action News Now. Platinum Sponsors: Dignity Health, Rolling Hills Casino, Tehama Angus Ranch, Mill Creek Ranch, PJ Helicopters and Haleakala Walnuts,

### **State Theatre Membership Program**

While our capital campaign was designated for acquisition and restoration purposes, membership funds are necessary if we are to operate this majestic old theatre on a daily basis. We are proud to

announce that our 2025 membership numbers approximately 200 members, with nearly \$15,000 being contributed to our membership program in support of theatre operations.

It is our goal in 2026 to build our membership to 250. We are continually looking for ways to reward our members. Additional information can be obtained by logging on to the State Theatre website at [www.statetheatreredbluff.com](http://www.statetheatreredbluff.com).

### **Personnel**

The State Theatre continues to function as a mostly volunteer organization, operating a theatre is nearly a full-time job. The State Theatre for the Arts is extremely fortunate to have Linda Bullock filling the critical role of House Manager at the State Theatre. Linda is a life-long member of this community and a long-time downtown business person with a wealth of knowledge about the community as well as about theatre operations. Linda is available most anytime to discuss State Theatre business. She can best be reached by calling the theatre office at 529-2787.

We are also very grateful for the services of Technical Director Casey Hickok, his great crew and official State Theatre Photographer Michelle Hickok.

Lastly, we would be remiss if we did not recognize our hardworking group of over fifty volunteers who collectively donate several hundred hours each year serving as concession workers, bartenders, security and ushers at concerts and other State theatre events.

### **Financial Health of the State Theatre**

To put it in to the simplest terms possible, the State Theatre continues to be in a good position from a fiscal standpoint. When the decision was made to purchase the theatre in 2011, STFTA had less than \$40,000 in our financial reserve account. In 14 short years STFTA has not only purchased and totally restored the theatre building, but has also purchased and restored the adjacent Marvin Locke Annex building as well.

STFTA has also made significant structural and restorative improvements to the State Theatre. The current fixed asset valuation of STFTA owned property/equipment exceeds \$1,500,000.

**Sincerely,**

**Joe Vine, President  
State Theatre for the Arts**

