



HELP SAVE THE PLAZA THEATRE

The famous Plaza Theatre in downtown Palm Springs is one of the city's oldest and most iconic buildings. Throughout its more than 80-year existence, this important structure has played a substantial role in our history.

Over the decades, the building has deteriorated, so the city of Palm Springs has launched a campaign to raise the kind of capital needed to restore this beloved treasure, and to make it a successful venue that meets the needs of today's artists and audiences. Returning this landmark

to its former glory will require significant investment. All aspects of the building need to be repaired and brought up to current health and safety codes.

The Plaza Theatre City Council Subcommittee recently organized a steering committee to help raise what is expected to be a \$12 million budget for this important project. So far, just more than \$150,000 has been raised thanks to generous donations from the community, a \$50,000 contribution from the Palm Springs Preservation Foundation, and a \$100,000 donation from Modernism Week.

The City Council hired respected Los Angeles-based firm Gensler and Associates to craft a thoughtful restoration plan, one that ensures the stately venue—which once hosted the 1936 world premiere of the classic Greta Garbo film “Camille”—is updated with state-of-the-art amenities while keeping intact its vintage glamour.

The steering committee, comprised of several influential community members with ties to the preservation and entertainment industries, has been charged with producing a special event, coming soon, in order to raise funds and awareness about the need to preserve this historic jewel in the heart of our downtown.

Earlier this year, the city hosted a community forum at the theatre to get feedback from residents and stakeholders about how they would like to see the site reborn. Many in the audience noted they want to see the building turned into a cabaret-style setting that features a variety of live entertainment.

We need your help in raising our goal of \$12 million dollars. Founderships and naming opportunities are available at www.savetheplazatheatreps.com, or by calling (760) 218-6330. If you care about historic preservation, we invite you to help us save the Plaza Theatre, and to stay tuned for more information about special events and ways you can help with this important effort.