



The year 2020 at Arena Theater A message from Barbara Pratt President of the Board

One could certainly say that 2020 has been a year like no other. Without doubt, Arena Theater has had its downfalls in the past, as when the building literally was rebuilt in 1998, but we could say that since the Arena Theater Association took over ownership and leadership, 2020 has been a year that has stopped us in our tracks, but only for a moment. The building had to be closed to the public, but board and staff kept humming along.



Spring cleaning of the solar panels



Newly polished dance floor



Sneeze Guards in concessions

Can't show big screen movies, so we innovated Drive-Ins and were thrilled that they paid for themselves plus we got some great donors who believed in us. By the way, we are still on the hunt for money to buy a projector as we borrowed one last summer. Even though all of us miss the movies and especially the popcorn, we searched around and found free programs for our Opera and National Theatre Live fans. Even better for our organization, we found Virtual Movies that would help support us.



Drive-in screen assembly



Drive -in performance

The Fundraising Committee has been working overtime. We started with a GoFundMe account and have extended to other crowdfunding programs, each bringing in a little bit. Of course, our 2019 Winter Donation letter and the Spring 2020 Donation letter represents the best of our membership. People stepped up, renewed, and some went up a level plus many were generous in additional donations.

The Membership Committee dedicated itself to lapsed members from the last five years with personal phone calls and emails. We were overwhelmed with the results; so many renewed as they remembered their personal stories of wonderful days past at the theater. The sunny quilt that was donated for our fundraising auction is just the first of many auctions we are planning.



Jane and Hall Kelley, happy winners of our quilt auction. Quilt and pillows donated by Heather Hackett

We saw the best rise from our employees. Many were taking on new and demanding jobs while others, even though not being paid, still stepped up and took care of theater needs. We salute them. The theater did our best to keep our essential staff on the payroll and with the Payroll Protection Plan we accomplished our goal. Keep your finger crossed for the new federal and state grants. Our Board members have worked long hours, and we are now old hands at Zoom meetings.



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Although the support from our members is the foundation of our support, grants have certainly put the roof on to keep out the rain. When you return,



we will have a new heating and air cleaner system in place. Much of the grant money has gone toward operations as bills still come in every month. We are in the process of applying for every grant we qualify for.

Is the theater going to make it through 2021....YES! Thank you to our employees, members, and everyone who joined us on the journey this year. We are optimistic that financially we can hold on because we have a theater that is resilient and a community that won't allow our beloved gem to dim.

Here's to a healthy and happy 2021 for you and yours from all of us at Arena Theater,

Sincerely,

Barbara Pratt
President of the Board



Arena Theater is located at 214 Main Street, Point Arena, California. Arena Theater is a member-supported community theater owned and operated by the Arena Theater Association, a 501 (c) (3) not for profit corporation.