



THE FUTURE IS **NOW**





THE FUTURE IS NOW

The Future is Now.

This isn't just the slogan for our capital campaign, it's [an invitation to be part of a legacy](#). The vision we'll outline in these pages is the future of the Count Basie Theatre. The time to begin so is upon us.

The Count Basie Theatre is part of the very fabric of Red Bank and the crown jewel of the region. Whether it's world-class artists or educational offerings, the Basie's programming has a profound impact. We are a community asset and an economic force.

In just 10 years, the theatre will celebrate

its 100th birthday. The theatre has been a treasure to the generations of families who have performed or visited here, and today, it's time to prepare this community resource for the century to come.

In 2014, the Basie reached its capacity for main stage performances and educational offerings. We're literally out of room. Central New Jersey has exploded in population, and commensurate with that, enrollment

in our education and outreach programs and availability on our main stage for live performances has "maxed out." But demand for these resources has not. More than ever, there is a need for a true, regional center for arts and education in central New Jersey.

The Count Basie Theatre is in a position to fill this need -- but requires the means to grow.

This is such an exciting opportunity that we can't stop thinking or talking about the future. Now is the time to grow financially by offering more programming and creating more performance space. Now is the time to build

more classrooms and expand our educational and outreach programs to develop and nurture new talent.

For the Count Basie Theatre, the future is now. [And this is your opportunity to join us.](#)

Adam Philipson,
President / CEO
Count Basie Theatre

Tom Widener
Chairman, Board of
Trustees & Directors



Maureen and Steven Van Zandt

MAUREEN AND STEVEN VAN ZANDT

Honorary Campaign Chairs

We are the only country in the world that considers art a luxury. Everybody else (being around a lot longer) understands art to be an essential part of the quality of life.

A community's art is a big part of its identity, and the degree by which it supports its arts is part of how it is measured.

The Count Basie Theatre, called the Carlton Theatre back in the day, has a special place in our lives.

Maureen spent most of her childhood summers at the Jersey shore, where she frequented the theatre seeing countless shows, and later went on to dance in *The Nutcracker* on the Basie stage.

It was my local theater growing up. It's where I saw *A Hard Day's Night* and watched the young girls run down the aisles compelled by their uncontrollable passion to attempt to kiss the Beatles!

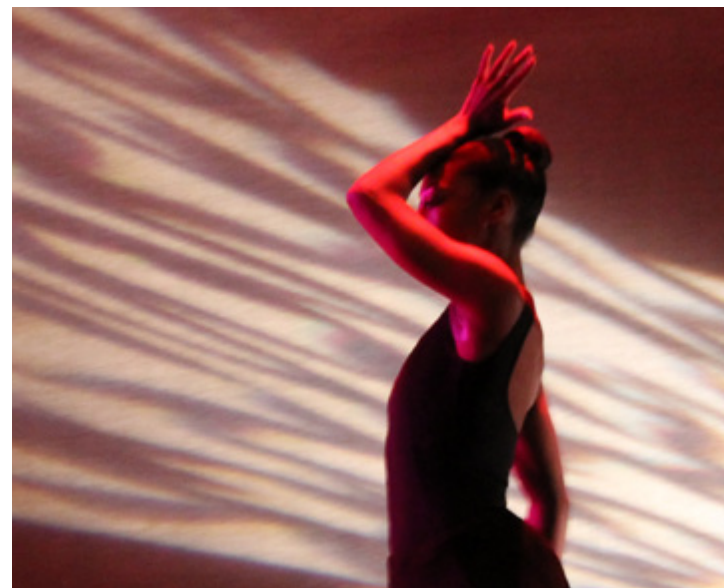
I can still remember the amazingly rich colors flowing off the screen in Jerry Lewis' *The Nutty Professor*, being quite a revelation compared to our black and white TVs.

Looking back now it wasn't very local - having to come all the way from Wilson Avenue in New Monmouth - but Red Bank was our closest "big town." Just up the street at Jack's Music is where I bought my first guitar.

We hope to see the Count Basie Theatre expand into a regional center for the performing arts, which every community needs. The arts remain the first and best opportunity for communication between the races, genders, religions, and age groups. As the chaos and strife increases in the world, it is the one consistent inspirational and motivational sanctuary.

The Count Basie Theatre's expansion into a true, regional center for the performing arts will be an example for other communities to follow, nationwide, and worldwide. Maureen and I are dedicated to doing everything possible to support it.

Maureen and Steven Van Zandt
Honorary Campaign Chairs



OUR HISTORY

NOVEMBER 11, 1926: Opening Night of Reade's Carlton Theatre. "There may be bigger buildings in town," the Red Bank Register noted, "but none so substantially built nor so attractive." More than 4,000 attend the grand opening attractions, including the Keith-Albee Vaudeville, the silent film "The Quarterback," a classic cinema news reel, and a ten piece orchestra.



Kathy Dorn Severini DBA Dorn's Classic Images. Used by permission.

For the next forty seven years, **Walter Reade** operated the theatre, seeing it through the rise and fall of the American downtown.

1971: With initial funding from the Junior League of Monmouth County and the New Jersey State Council on the Arts, the Monmouth County Arts Council (MCAC) is founded, almost immediately focusing on efforts to preserve the Carlton Theatre.

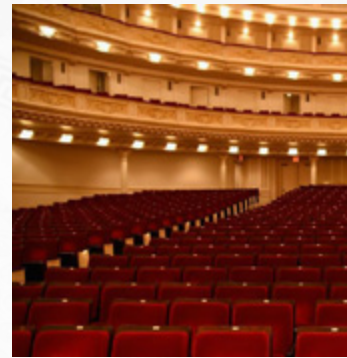


DECEMBER 28, 1973: The Monmouth County Arts Council purchases the Carlton Theatre for \$96,665 -- several hundred thousand dollars less than it cost to construct 47 years earlier. A press release heralded, "The Monmouth County Arts Council has received an anonymous gift from a foundation enabling it to purchase the Carlton Theatre in Red Bank, with the stipulation that the theatre be renovated into an attractive and functional arts center for the entire county." The theatre is renamed The Monmouth Arts Center.

AUGUST 14, 1974: Just months after then-Rolling Stone journalist Jon Landau proclaimed him the future of rock and roll, local artist Bruce Springsteen and his E Street Band performed for the first time on the Carlton - Monmouth Arts Center stage.

MAY 11, 1979: The area's original musical superstar - the "Kid From Red Bank," William James "Count" Basie - finally performs at the theatre, in a benefit to raise money for Shrewsbury Avenue's A.M.E. Zion Church. "It's good to be home," he tells the crowd.

1984: Becoming Basie: Six months after his April 26th death, the theatre is rededicated in Basie's honor.



1986: In desperate need of new seating, the theatre strikes an agreement with Carnegie Hall (above) to buy its used seating -- on the condition that the seats be immediately removed from Hall property following a Sunday performance. The seats would remain in place at the Basie until 2004.

DECEMBER 23, 1990: Bon Jovi, fresh off an international tour of arenas and stadiums, performs the first of several "homecoming" benefit shows at the Basie, opening with the anthemic "Wanted Dead or Alive," and closing the holiday time performance with "Little Drummer Boy" and "Silent Night."



2001: The Count Basie Theatre begins to offer classes in music, arts, dance and theatre.

2004: \$1 million dollars is raised through the "Take A Seat" campaign to replace the used Carnegie Hall seats.

2008: First renovation of the auditorium takes place, funded in part through a benefit performance by Bruce Springsteen & The E Street Band.

2010: Emergency restoration of the front façade and iconic Count Basie Theatre marquee.

2012: The Basie acquires property adjacent to the eastern end of the building.

2013: Launch of the Basie's Bus-In program, which has already transported over 10,000 students to the theatre for a day of education, arts and enrichment.

2014: The Basie acquires the property adjacent to the western end of the building. For the first time the concept of a full, city block center for the performing arts takes shape.

2015: The Charles Lafitte Foundation's annual Golf Classic raises \$1 million dollars, allowing the Count Basie Theatre to establish an endowment to offer its arts education and outreach programs in perpetuity.



THE FUTURE IS **NOW**



OUR VISION

THE FUTURE IS: GROWTH... In All Directions.

It's a true, regional center for the performing arts -- a full city block of talent, passion and discovery, continuously ablaze with ideas that will inspire the next generation.

OUR VISION INCLUDES:

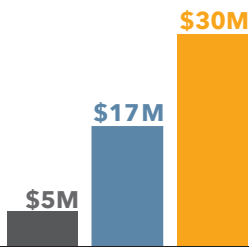
- A spacious outdoor plaza, framed by an expanded, glass-walled lobby to accommodate all guests, house new restroom and concession areas and an elevator, providing a comfortable, barrier-free experience for all patrons.
- Crucial enhancements to our backstage area, including the incorporation of new rigging and staging technologies, creation of a modern artist lounge and new, contemporary dressing rooms -- world-class amenities that performers and students deserve.
- A second performance space, providing a new generation of artists - from up-and-coming musicians, actors, comedians and others - a place to develop into tomorrow's main stage attractions.
- New, state of the art classrooms, rehearsal studios, and a home for partner nonprofits, allowing them to interact and thrive as part of our vibrant, creative arts campus.



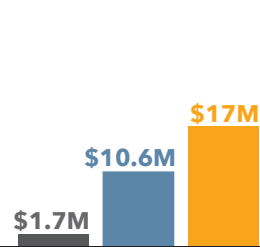
EXPANSION	COUNT BASIE THEATRE	REGIONAL CENTER FOR THE PERFORMING ARTS
Theatres	1	2
Seats	1,568 (COUNT BASIE THEATRE)	+350 SEATED / +500 STANDING (SECOND SPACE)
Lobby	1	2
Member's Lounge	1	2
Box Office	1	2
Bars	4	7
Restroom Capacity	8 WOMENS / 6 MENS	23 WOMENS / 20 MENS
Classrooms	6	10
Dressing Rooms	8	11
Artist's Lounge	1	1 (STATE OF THE ART)
Grand Staircase	1	2
Loading Docks	1	3
Square Footage	33,000 SQ FT	73,300 SQ FT
NEW FEATURES		
Elevators	0	2
Multi-Purpose Room	0	1
Museum/Gallery	0	2
Outdoor Plaza	0	1
Rooftop Terrace	0	1
Stage Shops	0	1

KEY ■ 1999 ■ 2014 ■ 2020 (PROJECTED)

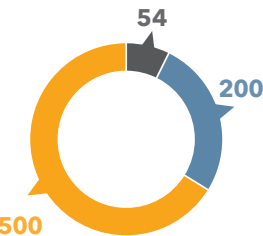
ECONOMIC IMPACT
to the Community Annually



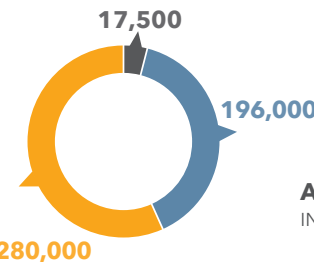
OPERATING BUDGET
Annual



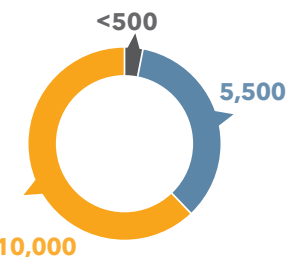
Source: Americans for the Arts, 2012



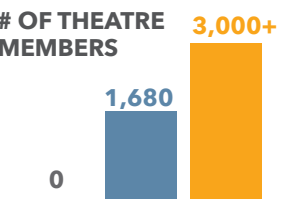
OF PERFORMANCES Annually
INCLUDES NEW SECOND SPACE



ATTENDANCE Annually
INCLUDES NEW SECOND SPACE

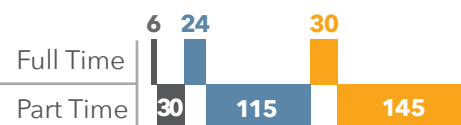


OF STUDENTS IMPACTED by the
Basie's education programs annually
GIVEN RESIDENT COMPANIES' CONSTITUENCY
AND EXPANDED OUTREACH PROGRAM



OF THEATRE
MEMBERS

OF STAFF



CAPITAL CAMPAIGN LEADERSHIP

HONORARY CAMPAIGN CHAIRS

Maureen and Steven Van Zandt

CAMPAIGN LEADERSHIP CABINET

Stephen Cutler • William Marraccini

Steven Schultz (Renovation & Restoration Chair) • Carol Stillwell

Tom Widener, CBT Chairman • Adam Philipson, President & CEO, Ex Officio

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Honorable Pasquale Menna, Mayor • Jennifer Beck, Senator

Lillian Burry, County Freeholder

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Robert Chandler • Mark Hogan • Marshall Knopf • Russ Lucas

Mario Monello • Michael Parent • Maggie Riker • Matt Saker

Karen Siciliano • Carol Stillwell • Rich Spengler • David Springsteen

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Stephen Cutler, Vice Chairman • Charles T. Woolston, Treasurer

Stu Alderoty, Secretary • Beth Giannotto, Co-Secretary

Harry M. Agnostak, HR Chair • Adam Philipson, President & CEO, Ex Officio

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Dr. Ian Horkheimer • John M. Kampfe • Judith Marrus • Peter T. Roselle

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Maureen Van Zandt • Steven Van Zandt • Darrell Lawrence Willis, Sr.

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Maureen Van Zandt • Steven Van Zandt

COUNT BASIE THEATRE EXECUTIVE STAFF

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Yvonne Lamb-Scudieri • Izzy Sackowitz • Jonathan Vena

ARCHITECTS

NK Architects

CAMPAIGN CONSULTANTS

Graham Pelton

“ From the moment
I saw West Side Story as a little girl,
I knew I wanted to dance. Seeing Rudolf
Nureyev a few years later sealed the deal. Ballet
brought focus, discipline, magic, and beauty into
my life. It was a ‘home’ that I could take with me no
matter where I went. And I brought it with me when
I started to act. It’s always with me. Anyone lucky
enough to study or practice the performing
arts will know exactly what I mean. ”
- Maureen Van Zandt



YOUR OPPORTUNITY

Legacy

In its 90 years, the Count Basie Theatre has entertained and inspired millions through world-renowned performances, arts education and outreach.

What do we want to be when the theatre turns 100?
What story do we want our children to tell when they bring
their children to the Basie?

What is the Basie of tomorrow?

It's a world-class center for performers and students.
It's an economic force for its community and region.

The vision for tomorrow is in our hands.
A legacy can be realized if we come together.

The future, indeed, is **now**.

As you consider supporting the Basie's future, please allow us to say just two more words:

Thank You.



A NONPROFIT ORGANIZATION

THEBASIE.ORG