



# CYGNET THEATRE

AT THE **JOAN** THE JOAN AND  
IRWIN JACOBS  
PERFORMING  
ARTS CENTER

C A M P A I G N



## ARTS DISTRICT

LIBERTY STATION

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**BRINGING WORLD CLASS THEATRE TO POINT LOMA**



# THE JOAN

## Future home of Cygnet Theatre

### Neighborhood

Arts District Liberty Station, Point Loma

### Capacity

The Joseph Clayes III

289-seat proscenium theater

The Dottie

150-seat flexible studio theater

**Opening September 2025!**



Joseph Clayes III  
Main Stage Theater

## Our Plan

Over the past twenty years, the NTC Foundation has created a vibrant arts destination in the north section of what once was the Naval Training Center (NTC) San Diego. Now known as Arts District Liberty Station, the area is designated as a Historic District on the National Registry of Historic Places for its architectural significance and contribution to San Diego's history. As the largest cultural and historic preservation project in the region, NTC's Spanish Colonial Revival buildings have been reimagined as dance studios, museums, galleries, restaurants and artist workspaces drawing in art lovers from throughout the San Diego-Tijuana region.

The Arts District still lacks one crucial component: a space for live performances. The community's vision for the shuttered Naval Training Center has always included a performance space, and a

2017 study identified Building 178 as best suited for that purpose. Centrally located at the most prominent crossroads of the campus, Building 178 was the former Navy's Base Exchange and a hub for recreational activity, including a bowling alley for the sailors and even a disco!

Our ambitious and exciting plan is to once again make Building 178 a hub of activity for the neighborhood by creating a first-class performing arts center for the region. The Joan and Irwin Jacobs Performing Arts Center (The Joan) will provide a first-class audience experience that includes spacious seating, large lobbies, elegant bars, landscaped patios, and plenty of restrooms and nearby parking! It will also feature custom support spaces such as dressing rooms, green rooms, a costume shop and rehearsal space.





Outdoor Patio



Outdoor View from Roosevelt and Truxtun Roads

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This important project will serve San Diego’s Arts and Culture community by providing a space for creative arts and increased community access to the arts. It also will benefit the existing arts organizations of Liberty Station by increasing the Arts District’s profile and broadening the cultural and artistic mediums present at Liberty Station.

**Linda Caballero Sotelo**, Executive Director, New Americans Museum





*The Wind and The Breeze*, World Premiere  
Demetrius Clayton. Originally commissioned as part of  
The Bill and Judy Garrett Finish Line Commission  
Cygnet Theatre 2018 / Photo by Karli Cadel



The Dottie Studio Theater



*Natasha, Pierre & The Great Comet of 1812*  
Craig Noel Award winner for Outstanding Resident Musical  
Jasmine January, Lena Oeja  
Cygnet Theatre 2024 / Photo by Karli Cadel



*Little Shop of Horrors*  
Brandon Joel Maier, Phil Johnson, Melissa Fernandes  
Cygnet Theatre 2011 / Photo by Daren Scott



We all know how important the arts are to our civic life, in truly every sense of the word. The arts make our neighborhoods better. They boost our quality of life. It helps to educate our young people and put them on a path to success. We can dare to be great, we will invest in our arts and culture. I'm so glad that we will be able to add this building and Cygnet and Arts District Liberty Station into that constellation of incredible stars that is our arts and culture environment and milieu.

Mayor Todd Gloria, City of San Diego



The Whistler Bar



Conrad Prebys Lobby



# The Ideal Partnership

**Arts District Liberty Station** has two decades of experience turning the historic buildings of the old Naval Training Center into the vital hub for arts and culture you see today. Since its founding in 2000, the organization has secured \$89 million to restore 17 of the 26 buildings in Arts District Liberty Station. The District is now home to more than 105 artistic and nonprofit tenants and draws over 2.1 million residents and visitors a year. The Foundation is committed to robust community and educational outreach programs and allocates more than \$400,000 annually in rent subsidies to over 30 nonprofit arts organizations.

**Cygnnet Theatre** is a leading San Diego performing arts institution known for its close personal connection with its patrons and high-quality contemporary programming. Cygnnet attracts a diverse audience of theatre lovers and has won more than 130 awards for theatre excellence. Cygnnet's engagement programs provide theatre access to under-served communities including students and military families, as well as professional opportunities to college students and emerging artists.

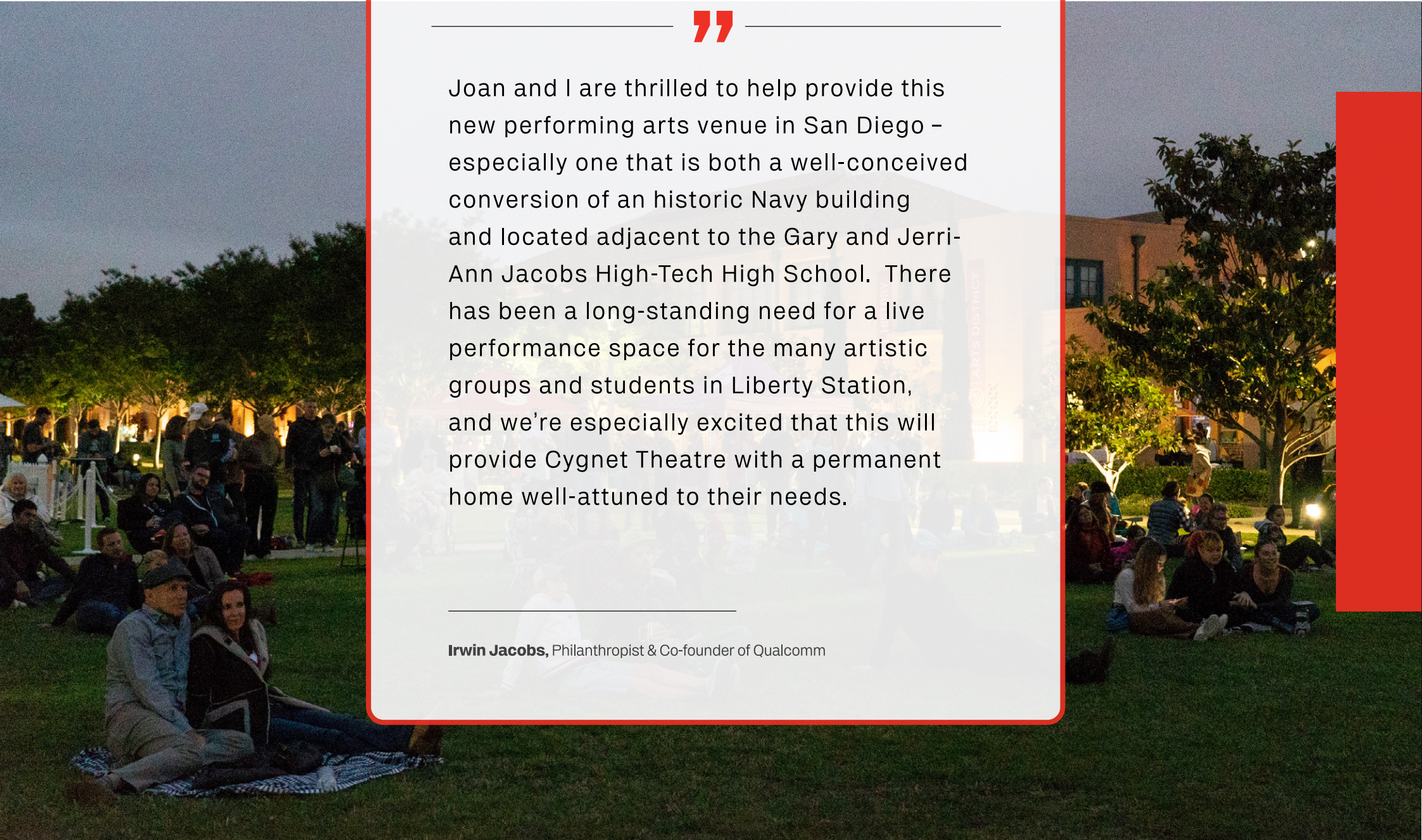
In 2003, Cygnnet built its first 166 seat theatre in a strip mall near San Diego State University. Cygnnet quickly outgrew that space, and in 2008 moved to its current location at the 246-seat Old Town Theatre. Cygnnet now sells more than 50,000 tickets each year, provides jobs to hundreds of local artists and has an annual operating budget approaching \$3 million.

Cygnnet has now outgrown its Old Town Theatre space, and its current lease agreement is expiring soon. The new Performing Arts Center at Arts District will cement Cygnnet's long-term sustainability as a San Diego institution and consolidate Cygnnet's many functions under one roof. The NTC Foundation will retain ownership of the property under a 35-year ground lease from the City of San Diego and lease the space to Cygnnet for no base rent. In addition, both theatre spaces will be made available to create opportunities for other performing arts groups.

*The Bill and Judy Garrett Finish Line Commission*  
Bad Hombres / Good Wives Staged Reading  
Roxane Carrasco and cast  
Cygnnet Theatre 2019 / Photo by Karli Cadel





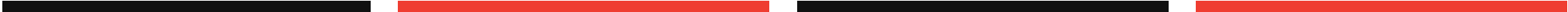


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Joan and I are thrilled to help provide this new performing arts venue in San Diego – especially one that is both a well-conceived conversion of an historic Navy building and located adjacent to the Gary and Jerri-Ann Jacobs High-Tech High School. There has been a long-standing need for a live performance space for the many artistic groups and students in Liberty Station, and we’re especially excited that this will provide Cygnet Theatre with a permanent home well-attuned to their needs.

Irwin Jacobs, Philanthropist & Co-founder of Qualcomm

# Our Campaign



This campaign relies significantly on philanthropic support from our community. Cygnet Theatre and the Arts District Liberty Station are strategically working together to raise the required funds under the auspices of the new, separate 501(c)(3) nonprofit Building 178 Performing Arts Center, Inc.

**As of March 2025, the campaign has reached 86% of its \$43.5M fundraising goal thanks to pillars of San Diego’s philanthropic and cultural community.** Leadership gifts have been made by Joan and Irwin Jacobs, Dorothea Laub, The Conrad Prebys Foundation, Molli Wagner, Pamela Hamilton Lester, and many more. Arts District Liberty Station has also received \$10 million in grants from the State of California for this project. Construction began in December 2023 and completion is set for June 2025.

With additional donor and volunteer support from both organizations, we will re-imagine historic Building 178 as a contemporary home for Cygnet Theatre that will foster live performance, elevate the arts in San Diego, and engage the widest possible community in an unparalleled cultural experience for generations to come.

FISCHER DACHS AND ASSOCIATES	OBR ARCHITECTURE	BORETO + MERRILL CONSULTING	DONATE NOW Several choice naming opportunities remain.
A national leader in theatre planning and design, they are creating a first class performance facility.	A San Diego-based architectural, art, and event based firm, they have been the architects for the majority of the Arts District’s historic building renovations.	A project and construction management team, who have recently worked on La Jolla’s Conrad Prebys Performing Arts Center.	For more information please visit <a href="http://www.building178.org">www.building178.org</a> or contact Development Director Marinda Peugh at 619-574-0059 x 121 or <a href="mailto:marinda@cygnettheatre.org">marinda@cygnettheatre.org</a> .



# THE JOAN THE JOAN AND IRWIN JACOBS PERFORMING ARTS CENTER

A New Flagship Destination at Liberty Station

Cygnnet Theatre and the NTC Foundation are building San Diego's newest state-of-the-art performing arts center at Arts District Liberty Station.

This \$43.5 million campaign will transform the former Naval Training Center's Building 178 into a landmark performing arts center, create a permanent home for Cygnnet Theatre, and further establish Arts District Liberty Station as a premiere destination for arts and culture.

*The Joan and Irwin Jacobs Performing Arts Center renderings and information are current as of March 2025 and may change.*

**Donate Now.** For more information please visit [www.building178.org](http://www.building178.org) or contact Development Director Marinda Peugh at 619-574-0059 x 121 or [marinda@cygnnettheatre.org](mailto:marinda@cygnnettheatre.org).



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