

History and Description of Business

The Miracle of Fatima Production Company LLC was founded in 2004 by Barbara Oleynick as the mechanism to produce live performances of The Miracle of Fatima. This musical brings to life events known to most only through words and a few journal photos from 1917 and more recently a film for adult audiences. And while it is one of three MOST notable miracles in the history of the Catholic Church, our show is no different than Jesus Christ Superstar. We aim to entertain a general audience – a family show for ages 5 and up.

The Miracle of Fatima musical, ((Oleynick's 1999 thesis project from NYU Tisch Graduate Writing Musical Theater Program) has been produced here and abroad in English, Spanish, Portuguese. To date 1.2mil in development, every run successful. However, each run we design and build a new set – costly to say the least. We always have live musician...another huge cost for each show. The special effects for the miracle of the sun have run the gamut from 5-10k and we have thus far, have only ever hinted at an image of the Virgin Mary (known in this production as The Beautiful Lady from Heaven.) But no longer -

We have taken advantage of the advancement in virtual technology to create an animated virtual set. Hand-drawn animated illustrations are rear projected onto a 25ft long x 16 high metallic scrim (also known as a backdrop), the same material is hung - billowing over the audience sitting in pews so that all present will experience the Miracle of the Sun that took place on October 13th, 1917 – witnessed by nearly 70,000 people. We are creating our miracle for this 6-month run with intelligent lighting instruments. We videotaped a young actress as Mary and will project those clips onto the scrim, additionally, the entire score is digital.

The Miracle of Fatima musical opens this May 13th in Bridgeport, CT. We are transforming an active church into an engaging multisensorial, multimedia performance space where 28 professionals will perform live for 24 shows. We have 2 shows at 3 and 7 every other Sunday until October 14. The reason we are using a church – they didn't charge us. A traditional theater costs over 10k a performance. We want to do this in volume – keep tickets at \$20 so they come back again and again. We are creating the model that we will replicate internationally. This year we are transforming Saint Andrew Church into a mesmerizing performance space. We welcome you in to relive the events that took place in Fatima, Portugal 1917- events that made world news. Next year? The Diocese of Bridgeport has agreed to a 5-10-year lease on one of their soon to be closed church, Our Lady of Good Counsel, also located in the north end of Bridgeport. It seats approximately 550, after we do a minor refitting to improve sightlines. Additionally, four other states want to open in 2019 – Texas, Florida, Long Island, and California want a permanent Fatima production. Co-executive producer, Christopher Blair, (Barbara Oleynick's husband) is a Principle and Senior Science Officer at Akustiks, an international renown acoustical architectural design firm. Chris is both an acoustician and conductor; his company has projects in numerous South American countries and two are ready and waiting for us to reproduce what we are doing here in the states, but in Spanish. These will go up in 2019.

Market Feasibility

Our market is outwardly defined by a unique profile - primarily they are Catholics who know about, believe or support the events that occurred in Fatima, Portugal in 1917. Globally over 1 billion people can be included in this market. Current market analysis for the Tri-state area and completed for this run, reveals that over 10 million Catholics reside in this area, of which approximately 1.4 million are 1 hour (+ or - 15 min) from our location; another 3.5 million are within a 2-hour drive, and 5 million are within a three-hour drive. Historically, buses came in from four states, when we opened in 2000 at the Merten's Theater, here in CT. We had only 14 shows and sold 11, 688 tickets. All tickets are \$20 – affordable for nearly all and an amazing price for the quality of the production, knowing we will attract (as we have historically) in volume, families and groups rather than single individuals. Saint Andrew Church holds 800 in pews (additional seating for handicapped) There are approximately 337 parishes that serve an estimated 1,000,000 million (A) Catholics in the 3 Diocese in the state; our marketing approach is “Come as a parish”.

The Need for Message of Fatima

The three children of Fatima are extraordinary examples of strength, courage and, most of all, faith as their journey, and that of those around them is presented in story and song. Witnessing the apparitions with them, and the miracle depicted through story and music, is a transformational experience. We know we will attract our “unique market” however, given the state of today's world we are equally confident that we will draw people of many different backgrounds. People, who are now searching for meaning, searching for something more than the often-faltering foundation on which they have built their lives, The Miracle of Fatima, and the message it contains, will give them hope.

Competition

We have none in the immediate tri-state area; the product is unlike any other in content, production value, cost, or market. In 1976 Sight & Sound Theatres, the largest faith-based live theatre in the country began; it is described as "Christian Broadway." Last year, nearly a million people from around the world came to experience a production at one of Sight & Sound's theatres in Lancaster County, Pa., and Branson, Mo. The Lancaster County location is one of the top three theatre destinations in the country. Our goal is to create a Fatima Destination for the East Coast, with a permanent location in one of the Dioceses in Connecticut.

Industry Trends

The musical falls into the entertainment and educational industries both of which continue to hold steady in today's economy. The cost of a movie ticket is nearing \$15; the cost of a workshop \$35-\$125 for 4 hours. We are offering 110 minutes of exceptional entertainment with an uplifting message of hope for a mere \$20.

Potential Market

The legs on this production are too numerous to count. However, consider the following: There are 186 dioceses in the United States. There are 70,412,021 registered Catholics in the United States (22% of the US population) as of 2017, according to the American bishops' count in their Official Catholic Directory 2016. The Catholic Church in its entirety comprises 2,988 ecclesiastical jurisdictions, including over 640 archdioceses and 2,206 dioceses, GLOBALLY. There are an estimated 1.2 billion Roman Catholics in the world, according to Vatican figures. More than 40% of the world's Catholics live in Latin America - but Africa has seen the biggest growth in Catholic congregations in recent years. We have ready a Spanish adaptation and two countries interested in the production. We have the market, we have a following, we have the endorsements from leading authorities about Fatima. Our 3-year goal is to have 10 -15 locations up and running simultaneously. Each location will need their own equipment which the company will provide, in addition to all the other digital aspects of the production such as the music, librettos, website and ticket management even casting. Directing and rehearsals will be done by a member of our growing team, there will be a local production manager and tech crew to run the season in each location.

We already have the interest of Florida, Texas, Rhode Island, and California, each sending people in May and June to a show at Saint Andrew. These individuals who already evangelize the message of Fatima, and who have continued to communicate with Ms. Oleynick over the past five years are now thrilled at the creation of the “affordable and portable” Miracle of Fatima musical.

The Future

The Diocese of Bridgeport has agreed to a 5-10-year lease on one of their soon to close church. Our Lady of Good Counsel, also located in the north end of Bridgeport, will seat approximately 550, after we do a minor refitting to improve sightlines. We OPEN March 7, 2019, the first day of Lent. Additionally, four other states – Texas, Florida, Long Island, and California want a permanent Fatima production as well.

Project Management

Heading the Project as Executive Director is the Creator of The Miracle of Fatima, Barbara Oleynick has thirty-five years of experience as a producer, director, writer, teacher, composer, lyricist, and performer in the discipline of theatre. She is the former Executive Director of Vogue Theatre, Denver Colorado. She has fifteen years of teaching experience – in college setting, public and private, including learning challenged. She is an award-winning writer and recipient of several grants for writing. She holds B.S. in English with an emphasis in theatre from Sacred Heart University, Fairfield, Connecticut, and a Master in Fine Art from New York University, Tisch School Art in Writing Musical Theatre. She is a now retired adjunct faculty member at Housatonic Community College located in Connecticut teaching English and Creative Writing. Lastly, she owns with copyright protection 100% the entire production in all languages, including orchestrations, virtual illustrations and designs.