People took their seats, the lights dimmed, and the sound of thunderous applause filled the theater as the artists took the stage! It was a poignant moment as the community welcomed back Chicago after the main theater had been dark for nearly two years. “The best part of presenting live entertainment is looking out at the audience and feeling their energy,” says Vice President of Programs and Marketing Anita Wiglesworth.

After reopening our theater doors on August 29, the Center has felt so alive, with patrons pouring in and sharing their excitement to be experiencing live performance once again. During Vintage Trouble, the entire audience was on their feet dancing most of the night! The excitement was palpable. Ty Taylor, lead vocalist from Vintage Trouble said what many were thinking, “It’s good to be back!” He added, “We’re all just figuring it out, and we’re grateful that we’re a part of your figuring it out plan for this evening.”

And we thank YOU, our patrons, for including the Center in your “figuring it out plan,” and for doing your part in keeping everyone safe by wearing your mask while in the theater and providing us either proof of vaccination or proof of your negative Covid-19 test results! We appreciate your patience while we continue to refine our processes to create the best experience possible.

“Keep up the good work. It was a pleasure to finally get a little piece of normal back into my life.”

“We love the theatre! Best venue to really experience the entertainment!”

“The intimacy of the theatre. How close we were to the performers. The comfort of the seats. It was just fantastic!”
Charlotte’s Web
by TheatreWorksUSA
SAT, OCT 23–SUN, OCT 24
Join us from the comfort of your home for a virtual performance based on E.B. White’s loving story of the friendship between a pig named Wilbur and a little gray spider named Charlotte. Wilbur has a problem: how to avoid winding up as pork chops! Charlotte, a fine writer and true friend, creates a plan to fool Farmer Zuckerman. This treasured tale, featuring mad-cap and endearing farm animals, explores bravery, selfless love, and the true meaning of friendship.

Dog Man: The Musical
by TheatreWorksUSA
SAT, NOV 20–SUN, NOV 21
Enjoy this virtual performance from the comfort of your home! Can Dog Man save the city from Flippy the cyborg fish and his army of Beasty Buildings or catch Petey, the world’s most evil cat? Find out in this epic musical adventure featuring the hilarity and heart of author Dav Pilkey’s beloved characters.

BeforeTheMovie® has grown to become the 3rd largest cinema advertising company in the US. Representing more than 1,100 US independent movie screens in 33 states and 180 cities.

Our pre-show features local and national advertising in addition to exclusive content including The Ferguson Files star interviews and Playing For Change music segments.

The company is also releasing CineLogix this summer which is a best in class cinema app that allows the end-user to purchase movie tickets, concession items, movie memorabilia from any location at any time.

The app also features movie, director, and star information right at your fingertips and includes a game room. Users can also set notification preferences around their favorite genres, actors, movies, and more.

Corey Tocchini = Founder and CEO   |   Keyo Tocchini = President and COO
BeforeTheMovie®    |  707.425.7469
Upcoming Events

EMMYLOU HARRIS
October 4 at 8pm

JOHN HIATT & THE JERRY DOUGLAS BAND
October 8 at 8pm

TAPE FACE
October 12 at 7pm

LUTHER LOCALS
BENEATH A TREE
October 13 at 5pm

AMY GRANT
October 15 at 8pm

SYMPHONY POPS
FIEDLER’S FAVORITES
October 17 at 3pm

UNIQUE LIVES & EXPERIENCES PRESENTS
JOHN CLEESE
October 19 at 7:30pm

LIVE NATION PRESENTS
WANDA SYKES
October 23 at 8pm

BILLY COLLINS
October 24 at 8pm
The Tocchini family’s long involvement in film entertainment stretches back to 1926 when Dan Tocchini Sr. constructed one of the first movie theatres in Santa Rosa, the Strand, which showed the first “talkie” locally. In 1957 the senior Tocchini shifted control to his son, Daniel F. Tocchini.

Santa Rosa Cinema’s logo, shaped like a rose made of film, illustrates the importance of our Santa Rosa roots. We’re a family-run company, deeply ensconced in Sonoma County, made evident by the many special events and programs we play host to. Our theatres are also available for special screenings and fundraisers initiated by the public, as well as private parties.

You can enjoy locally sourced wine and craft beers before or during your film at most of our theatres and we’re very proud of the recently remodeled Airport Stadium 12 and Roxy Stadium 14. There you’ll relax with reserved seating and luxury power loungers and tray tables. Our Summerfield Cinemas is noted for its stellar selection of independent, foreign and documentary films, while the Raven Film Center provides a good mix of blockbusters and art films and 3rd Street Cinema offers even more affordable entertainment for those who don’t need to see a movie upon immediate release.

Other locations include theatres in Pacific Grove, Oxnard, Camarillo, Clovis, and Lodi.

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