

2014-2015 Community Report

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THEATRE

FOUNDATION

TICKETS &
INFORMATION

541-317-0700

Tower Theater .org



Our Mission

To be Central Oregon's leading performing arts organization, providing cultural and educational programs that make essential contributions to the region's lifestyle and strength of community

Photo by John Brand

Our Vision

The Tower Theatre Foundation aims to be a pivotal force in the enrichment of Central Oregon communities, transforming them into dynamic hubs of culture.



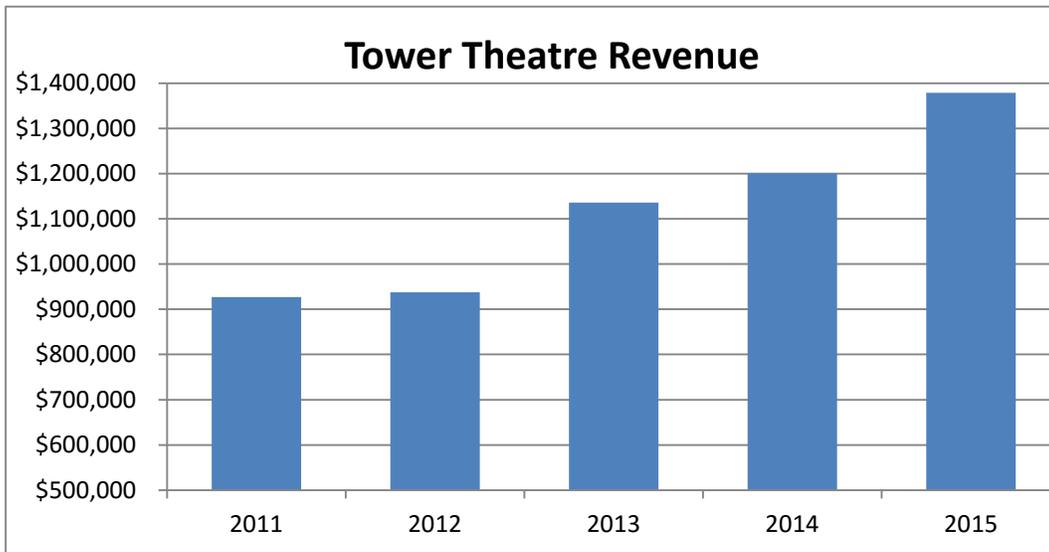
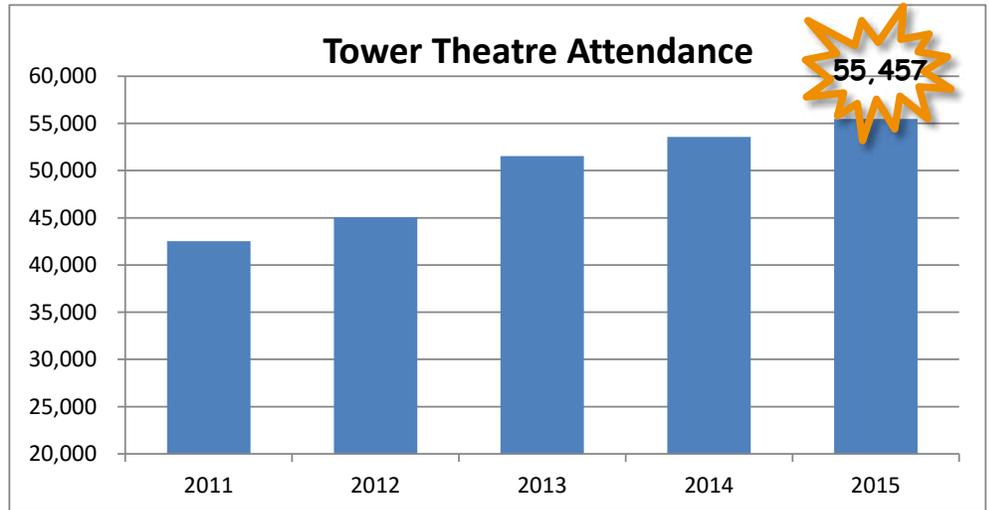
ENRICHMENT

COMMUNITY

The 2014/15 season

was a historical milestone for the Tower Theatre Foundation as the 10th anniversary of the grand re-opening wrapped up and the 75th anniversary of the original opening began. The number of community members crossing our threshold and students experiencing LessonPLAN (Performing Live Arts Now) continued to grow. 55,457 patrons experienced live music, dance, comedy, and a variety of other cultural and educational events. It was also exciting to see the number of tickets sold to La Pine, Madras, and Culver residents increase significantly in the past year.

In its fourth season, LessonPLAN educated a record 3,942 students about performing arts and through performing arts. These students came from kindergarten through high school, La Pine to Madras, and public to private to home schools.



Financially, revenue grew 15% to an all time high of \$1,379,000.

Theatre operations (ticket sales, rentals, concessions) continue to generate approximately 70% of the organization's revenue. Contributed income (members, donors, sponsors, grants) generously provide the rest of the funds required to maintain and operate the Tower Theatre Foundation:

Contributed Income							
2012	% of Total Revenue	2013	% of Total Revenue	2014	% of Total Revenue	2015	% of Total Revenue
\$296,00	32%	\$291,000	26%	\$383,000	32%	\$417,00	30%

At the same time, the Foundation board and staff continue to ensure that monies are carefully balanced between the costs required to wisely manage, program and grow the organization and the costs required to raise support. The following are shown as percentages of total expenses for the Foundation.

	2012	2013	2014	2015
Cost of Raising Support	11%	11%	11%	10%
Management & General	9%	7%	8%	9%

To request a copy of our audited financials for fiscal year 2014-15, please contact Ray Solley at ray@towertheatre.org or 541-317-0700.

Here are a few highlights of the year:

In September 2014, the Tower presented eight sold out performances of the most successful local production in the area’s history, *Les Misérables*. A joint effort between the Tower and Shore Thing Productions, the show involved 20 musicians and 35 cast members, all volunteers, who committed more than 9 months of their lives with rehearsals starting in January. The Tower’s Technical Director, Mike Nowak, directed the show. Brad Ruder, who recently joined the Tower staff as Event and Volunteer Coordinator, was the assistant director.



Mike Nowak

Les Misérables Director

“The greatest achievement of Les Misérables at the Tower was our ability to produce the show with completely local talent. From the actors, to the musicians, to the directing team, sets, props, make-up, and costumes. Every element was executed by local artisans. That is a monumental feat in a region of this size. It is a testament to the depth and breadth of talent we possess in Central Oregon.”

Mollie Tennant
Education Coordinator



Due to the generous support of the Oregon Community Foundation, Mollie Tennant joined the staff in the new role of Education Coordinator in July 2014. Under her leadership, the depth and quality of the student experiences reached new levels. “Ms. Mollie” launched her “Tower Talk” sessions teaching theatre etiquette and enhanced events with special add on elements like art projects, stagecraft training, and small Q&A sessions with performers. In December 2014, her efforts paid off in a big way for Bear Creek Elementary. Working with the school and Grammy nominated Mariachi Sol de México, Mollie coordinated an educational assembly for 725 students. This elementary school has 40% minority (almost double any other school in the district) and 25% English language learner students. Anissa Wiseman, Bear Creek Principal, noted “The students were very engaged in asking real life questions and learning more about Mariachi, music, performance, and the world.”

2014/15 highlights

Midway through the year, a ground-breaking partnership was forged with local promoter, Bret Grier, of Random Presents. Bret books performers that reach younger audiences outside the regular reach of Tower presented performers, including English Beat and Rodriguez y Gabriela. Engaging this section of our community will help us ensure that the Tower continues to be viewed as a vibrant and essential part of a thriving downtown Bend.



Local patrons enjoying a night out to see Mariachi Sol de Mexico at the Tower.

Photo by John Brand



Some of our outstanding volunteers gathered before a show in their new uniforms. *Photo by Lisa Bell*

The Tower Theatre's volunteer crew of nearly 200, including members of the Board, and administrative assistants, contributed over 5,300 hours of service during the 2014-2015 season. Lisa Bell, Admin Volunteer, Usher, and Photographer, tells us "Volunteering at the Tower Theatre allows me to be a part of someone's special night out. I get to share in their enthusiasm for the performance and listen to their personal stories."

When the venue was renovated in 2004, it was designed mainly for non-amplified events. Investments in audio/visual/lighting technology were minimized. With funding from the Preservation Fee (\$2/ticket) and local donors, two significant steps were taken in the past 12 months to upgrade equipment. First, with the assistance of an in-kind donation from Stereo Planet, a high-resolution video projector was purchased and debuted during BendFilm in 2014. Second, in June, a generous donation from BJB Charitable Trust managed by board member, Cathy Tai, and an in-kind donation from Suntrack Sound enabled the purchase of a state of the art digital sound board.



Jonah Brindley, Production Manager, all smiles after unpacking the new sound board.