INVESTING IN THE FUTURE

Tower Theatre Foundation Community Report
Fiscal Year 2010-2011

The Tower Theatre strives to bring performing arts of all types to our community. We invite you to help us protect and celebrate this important resource.
While continuing to battle the tailwinds of the recession, we declared 2010-11 a year of investing. These investments have built a strong foundation for us to continue to grow and offer the Bend community an affordable place to gather and experience dynamic performing arts. After reorganizing operations, refocusing programs and restoring financial solvency, we reinforced the personnel and infrastructure so vital to accomplishing the Tower Theatre’s mission. Investments were made in three primary areas:

**EDUCATION AND FAMILIES**
We piloted several educational workshops for students in the Bend-LaPine school district, from “A Day with Dickens” to a singer’s master class with Broadway and TV star Linda Purl. We expanded presentations specifically for families, including Sing-along “Wizard of Oz,” “Peter and the Wolf” and “Winnie the Pooh.”

**FACILITY UPGRADES**
Several deferred maintenance projects were triggered, including HVAC repairs. Audio, lighting and stage equipment were upgraded. And, after nearly six years, the administrative staff was put under one roof in a small office suite close to the theatre.

**FUNDRAISING STEWARDSHIP**
After receiving a $30,000 grant from Oregon Cultural Foundation for fund development and expanded educational outreach, we conducted a regional search for a full-time development director. Pat Roden (former executive director of Central Oregon Humane Society) was hired in February 2011. Her 20-plus years of community contacts have brought new energy and structure to the Tower’s year-round fundraising efforts.

Key to our future is expanding our outreach to the community. Indications of our success in this area includes:

- Improving our social media presence on Facebook to 1,300 “friends”
- Increasing the number of days nonprofits used the Tower to 103
- Reaching a record 500 members in our Spring membership campaign
- Selling 84% of available tickets to the CenterStage and Foundation Series

You’ll see throughout this report that the investments have begun, and will continue, paying dividends to all of Central Oregon. We are committed to offering and expanding our programs and services that have become so central to Bend’s cultural economy and quality of life.

Bob Singer
Chair, Board of Directors

Ray Solley
Executive Director
Fiscal Year 2011 ended on a positive note. The Foundation posted an operating surplus of $7,438, which will be re-invested into programming.
Talented local actors graced our stage during Cat Call Productions’ presentation of “Little Shop of Horrors”. Budding musicians performed live for friends and family during the Cascade School of Music’s Community Music Day. And the recitals! Acrovision Sports Center, Mrs. Marcelle’s School of Dance, Academie de Ballet Classique, and Gotta Dance all chose the Tower as THE place to showcase their talents in a performing arts setting.

Not to be outdone by the local talent, the Tower lived up to its reputation as an intimate but vibrant venue for touring musical acts during the year. Legendary performers Leon Russell, David Bromberg, Judy Collins, Marty Stuart and Paula Poundstone headlined the Tower, along with Brandi Carlile, Ottmar Leibert, David Grisman, Greg Brown and Hal Sparks... to name a few.

In addition to these traditional performances, the Tower also hosted PowerPoint “slams” (Ignite Bend), venture capital conferences (BendVenture Conference), book readings (The Nature of Words and A Novel Idea), dozens of nationally and internationally-known speakers, cultural festivals, chamber orchestras, meetings, weddings…. the list goes on.

Finally, led by the BendFilm Festival and its celebration of independent cinema, we welcomed big game hunters (Full Draw Film Festival), extreme ski enthusiasts (Warren Miller: Wintervention/Banff Film Festival/Telluride Film Festival), powderhounds (Powderhound Preview), bicycle lovers (Cyclecross Film Festival), cult film followers (The Big Lebowski) and inspiring films that enriched our lives just by watching them (Sprout Film Festival).

In all, the Tower hosted 179 events in 169 use days during fiscal year 2010-2011. 103 of those days were used by nonprofit organizations, including the Tower Theatre Foundation. With a total attendance of 42,537 during the year, this means that nonprofits like ours delivered programming to more than 25,000 patrons.
Theatre Users

Acrovision
Adcademie Ballet Classique
Advertising Federation of Central Oregon
American Red Cross
Antioch Church
Athletic Club of Bend
Bend Chamber
Bend Downtowners
Bend Experimental Art Theatre
Bend Parks and Recreation District
Bend Surgery Center Foundation
Bend Venture Conference
Bend WebCam
BendFilm
Big Brothers, Big Sisters
Blind Pilot
Cascade School of Music
Cascades Academy
Cat Call Productions
Central Oregon Songwriters Association
Central Oregon Trail Alliance
Centro Cultural Hispano
Classic Pianos
COC visiting Scholar Program
Country Financial
Deschutes Brewery
Deschutes County Commision on Children and Families
Deschutes Public Library Foundation
Education Foundation of the Bend LaPine School District
Express Employment Professionals
Full Access Brokerage
G5 Search Marketing
Green Gate Pursuits
High Desert Chamber Music
Horizon Broadcasting Group
House of Hope Ministries
Icon City
Ignite Bend
Jones and Roth
Kelsey Collins
Lay it Out Events
Oregon Bach Festival
Pine Mountain Sports
Portland Cello Project
Random Presents
Relay for Life
Sagebrush, Inc.
Sisters Starry Nights
Square Peg Concerts
Summit High School’s Friends of Music
Sunriver Music Festival
TBD Advertising
The Environmental Center
The Gaia Project
The Nature of Words
Thermals and Autonomics
Three Rivers Elementary School
Todd Haaby
Tower Theatre Foundation
Trace Bundy
University of Oregon School of Music and Dance
University of Oregon Alumni Association
Visit Bend
Webcyclery
Zolo Media / BendBroadband
The Tower Theatre Foundation was proud to present nearly 30 performing arts events during the year. Our green room was filled with country music chart-toppers, Grammy Award-winning international stars, astounding acrobats, Capitol Hill comedians, and Broadway legends.

In addition, the Foundation launched a pilot project for events dedicated to young audiences. The “Family Room Series” kicked off with the educational antics of “Star Trek: Live” followed closely by a collaboration with the Bend Experimental Arts Theatre to present “A Christmas Carol.” We presented the martial arts acrobatics of Nanda and a live production of “Peter and the Wolf” in February, then finished the series in May with Sign Stage Tours’ production of “Winnie the Pooh,” for the hearing-impaired.

These successes prompted greater investments in programming for children and young families in 2012 and beyond.

It is an incredible logistical and financial obligation to “bring the world to Bend.” It is not possible without our sponsors. Their support ensures that ticket prices are affordable and that high-quality events are presented each year.
FILMS

- Rocky Horror Picture Show
- The Big Lebowski
- The Commitments
- Hairspray Sing-along
- The Wizard of Oz Sing-along

SPECIAL EVENTS

- Hairspray Sing-along
- Rocky Horror Picture Show
- The Big Lebowski
- The Commitments

FAMILY ROOM SERIES

- Star Trek Live
- A Christmas Carol
- Peter and the Wolf
- Winnie the Pooh
- Nanda

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Bob and Rebecca Singer

Barking Dog Ranch

Greystone Foundation

900 Wall

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KOHD
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DKA Architecture and Design
Mint Event Coordination and Design
Stark’s Vacuums
Suntrack Sound
Sound Advice
Kimberly Kay Photography
Vaccaro Image and Design
Cascade Publications
The Oxford Hotel
Phoenix Inn

Board Chair Bob Singer (right) accepts $30,000 grant from OCF representative Kyle Frick and Pamela Hulse Andrews
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Kathryn White
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Rich Zebrowski
Ed Zimmerman

We say goodbye to two wonderful, longtime volunteers we lost to cancer in 2011.

JERRY CURTIS
Jerry and his wife, Bambi, have been with the Tower since it reopened. Even as her husband battled cancer, Bambi would call just to say Jerry might be late to the Tower when his volunteer shift at the hospital or museum was running late. We all miss Jerry and are thankful for Bambi’s continued dedication.

SARA DUNKELBERG
Sara was an amazing and elegant woman, always so proud of her grandkids and their activities and achievements in music. She made fast friends with so many of the other volunteers, and is sorely missed.
Members

CHAMPION - $5000
Cristy Lanfrri

GUARDIAN - $2500
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Jon & Kay Tompkins

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“The Tower Theatre”