COMMITTED TO THE COMMUNITY

Tower Theatre Foundation
Fiscal Year 2011-2012

The Tower Theatre brings performing arts of all types to our community. We invite you to help us protect and celebrate this important resource.
We declared 2010-11 a year of investing – in education and families, facility upgrades, and fundraising stewardship. For the recently completed fiscal year 2011-12, those investments showed significant returns as we expanded and extended the Tower’s commitment to children and adults across Central Oregon.

In particular, our educational initiative LessonPLAN (Performing Live Arts Now) made a considerable impact in classrooms, with parents, and with donors. Using the unique power of performing arts to enhance education, LessonPLAN engaged our children’s minds while enriching their hearts.

The city’s Arts, Beautification and Culture Commission presented LessonPLAN its 2012 award for “outstanding contributions to Bend’s culture.” From educational matinees with Japanese drummers (pictured on front cover) to special assemblies for bilingual and hearing impaired children, LessonPLAN provided area students – in the words of Three Rivers Elementary teacher Steven Gleason – “a chance of a lifetime.”

The year’s highlights also included:

- **3,000 students and families reached through LessonPLAN**
- **41 nonprofits using the Tower at discount rates**
- **800 Tower members from all walks of life**
- **7 of 8 CenterStage Series shows sold out**

We also formally launched the Stover Fund, named after Bend benefactors “Dutch” and Ruth Stover (see page 4). This account offers donors a direct and efficient way to underwrite educational events that enrich teaching about performing arts or enable deeper understanding of curriculum topics through the performing arts.

You’ll see throughout this annual report our growing commitment to serve the entire Central Oregon community. We are shaping the next generation of theatre goers while continuing to engage stakeholders – like you – to ensure this iconic venue remains the center of Bend’s cultural economy and quality of life.

Bob Singer  
Chair, Board of Directors

Ray Solley  
Executive Director
The Foundation experienced a small operating loss of 1.7% of revenue ($16,036) during FY 2011-12 due to a shortage of sponsors and major donors. We used the previous year’s surplus to offset nearly half this loss.
Ruth and Dutch Stover were dedicated to youth and improving the culture of Bend. Their friends set up a fund providing educational scholarships to local high school students that lasted more than four decades. In the words of longtime friend Harriet Langmas, “Dutch and Ruth left a legacy of love which cannot be matched.”

The Tower continues the great legacy they started!

Last year, the Tower Theatre Foundation extended the Stovers’ commitment of benefitting youth and education by bringing performing arts to the children, schools, and families of Central Oregon. The Tower’s Board of Directors created THE STOVER FUND to take performers into our schools and bring students to the theatre.

Stover Fund Contributors

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Bank of the Cascades
Benedikt Family
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WHH Foundation
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Lynn Wenger
David and Trudy Williams
FOR DECADES, DUTCH AND RUTH STOVER WERE BELOVED INFLUENTIAL LEADERS IN BEND WITH A UNSURPASSED PASSION FOR YOUNG PEOPLE, FAMILY THEATRE AND THE ARTS. 

Funds Raised FY 2012: $22,914
Funds Spent FY 2012: $18,525

RECIPIENTS OF STOVER FUNDS:
Tower Theatre’s LessonPLAN received the bulk of Stover funding throughout the year. Because LessonPLAN was so successful in grant writing and other funding sources, The Tower Theatre Foundation used Stover funds for other education-based programming at the Tower. Organizations receiving help from the Stover Fund last year include:

- Deschutes Public Library for Story Stars!
- Bend Parks and Rec for tours of the Tower
- Boys and Girls Clubs for film screenings during summer programs
- Education Foundation of Bend-LaPine Schools for Trivia Bee
- Serendipity West Foundation for screening an anti-bullying film
- Cascade School of Music for Community Music Day

Honor Bend’s past by investing in its future and the cultural education of our children.

Dutch was well-known for showing free movies for children, coaching and training young football players, and making annual awards to outstanding athletes.

Ruth was a charter member of the Allied Arts Study Group – still vibrant after 87 years with more than 30 members.
The Tower’s commitment to children in Central Oregon reached new levels in 2011-12, with the inaugural season of LessonPLAN (Performing Live Arts Now). Events included both family priced shows and educational outreach efforts with local school children either being bussed into special matinee shows or performers presenting at local school(s). The schools were provided these opportunities free of charge. Teachers were also provided study guides to assist them in incorporating the positive messages and lessons from the shows to their curriculum.

With LessonPLAN, the Tower can bridge a gap in many young people’s experiences: seeing and feeling the inspiration possible from live performing arts. Before an educational matinee performance in October 2011, the Tower’s executive director asked the audience of 430 fourth graders, “Who’s been to the theatre before?” A smattering of hands went up, proof that the program about to take place would likely register as a significant “first” in the lives of the majority of these young children. Being removed from a metropolitan area, exposure to a professional performing artist is also an inspiring and rare opportunity for older students, especially those interested in careers in the arts. As funds shrink and resources are focused on tested subjects, schools provide limited arts instruction. In 2009-10, the Oregon Arts Commission reports that, state wide, a mere 16% of public schools provided instruction in theater.

The first season, which concluded in May 2012, included five different events appealing to young audiences. Feedback from the community, teachers, administrators, and most importantly, the almost 3,000 students reached has been overwhelmingly positive. The students were from across Central Oregon, including Bend and the more rural communities of Madras, Redmond, and Prineville. The total cost for the family priced shows and educational outreach was almost $50,000 with foundation grants, local business sponsorships, individual donations, and ticket sales contributing 62%, 13%, 14% and 11% of the total, respectively.

2011-12 Supporters:
LessonPLAN Summary 2011/12

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<th>Event</th>
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<tr>
<td>Shangri-La Chinese Acrobats</td>
<td>Tower matinee</td>
<td>4th graders</td>
<td>Three Rivers, Bear Creek, Juniper, Ensworth, Jewell</td>
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<td>TAO—The Art of the Drum</td>
<td>Tower matinee</td>
<td>5th graders</td>
<td>Buckingham, Ponderosa, Lava Ridge, Elk Meadow</td>
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<td>Cuentos del Arbol</td>
<td>Two school assemblies</td>
<td>4th &amp; 5th graders</td>
<td>Madras, Redmond</td>
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<tr>
<td>Are You My Mother?</td>
<td>One school assembly</td>
<td>K-3 students</td>
<td>Prineville</td>
</tr>
<tr>
<td>Stuart Little</td>
<td>One school assembly</td>
<td>Grade school</td>
<td>Juniper</td>
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</tbody>
</table>

2011/12 EVENT RECAP
Shangri-La Chinese Acrobats (10/2011):
Students came to the Tower for a special matinee performance. From the producers of the Peking Acrobats, these gymnasts represent the best of the acrobatic tradition that began 27 centuries ago. The educational focus was on healthy lifestyles, exercise, and cultural diversity, with a Q&A.

TAO—The Art of the Drum (2/2012):
Students came to the Tower for a special matinee performance. Athletics, contemporary costumes and innovative choreography combine to create spectacular music based on traditional Japanese Taiko drumming. The educational focus was on health, fitness and cultural diversity.

Cuentos del Arbol (2/2012):
Pushcart Players, an award-winning professional theatre and arts-in-education company, visited schools in Madras and Redmond. This bi-lingual musical, drawn from Spanish and Latin American folklore, revolves around a tree (Un Arbol) that sheltered and nurtured countless characters over the years.

Are You My Mother? (4/2012):
ArtsPower, one of America’s preeminent producers of professional theatre for young audiences, conducted an assembly at Prineville High School with all of the city’s grade schools in attendance. The assembly included a segment of the performance and dialogue with the students on themes in the show. The one-act musical adventure is based on P.D. Eastman’s enduring and well-loved picture book.

Stuart Little (5/2012):
In a 90-minute workshop, the cast explained similarities and differences between “Deaf Theatre” and normal “Hearing Theatre” at Juniper grade school. Sign Stage audiences see costumed characters sign as they speak their lines while hearing the voice of the character spoken by a hearing actor. In this E. B. White fantasy, a mild mannered mouse tries to cope in a “real person” world; he realizes that size is not important—it’s temperament and ability that count.
The Tower Theatre Foundation presented special shows and events whenever opportunities for “last minute” bookings arose. We took advantage of agency relationships and tour routings to present The Nitty Gritty Dirt Band, Timothy B. Schmit of the Eagles, The California and Montreal Guitar Trios, Pure Prairie League and Asleep at the Wheel.

In a nod to our humble beginnings as a movie house, the Foundation presented a growing slate of films, including the ever-popular Rocky Horror Picture Show, The Big Lebowski, The Sound of Music Sing-Along, Pink Floyd: The Wall and This is Spinal Tap. We collaborated with the Serendipity West Foundation to present the Northwest premiere of The Fat Boy Chronicles, starring Bend native Cole Carson. And we partnered with our friends at BendFilm to present two award-winning favorites from their 2011 festival: Wild Horse, Wild Ride and This Way of Life.

The Tour du Chocolat was back in 2012, with Central Oregon chefs and students from COCC’s Culinary Arts department showcasing their delicious talents (above left) on our stage in a delectable fundraiser during downtown’s Spring Art Walk.

The Foundation extended its relationship with the Central Oregon Mastersingers to present Handel’s Messiah, including an audience sing along to three of Handel’s most well-known choruses.

In late June, Shore Thing Productions and the Tower Foundation presented “1776 In Concert”, the patriotic musical with a unique all-female cast (center left) and a full, professional orchestra. Three sold out shows were a reminder that local talent in Bend knows no age or gender boundaries! “1776” also marked the first show in our newly-created Marquee Series, sponsored by U.S. Bank, featuring local theatre companies Shore Thing Productions, Cat Call Productions and Cascades Theatrical Company.

As with all that we do, corporate and foundation support, including the sponsors you see listed here, underwrites production costs and helps keep ticket prices low.
The 2011-12 Bend Surgery Center’s CenterStage Series kicked off in October with a sold-out show of Shangri-La Chinese Acrobats and ended in April with a sold-out performance from Grammy-winning singer/songwriter Bruce Hornsby. In between, audiences enjoyed shows that were indicative of what the CenterStage Series is known for: world-class talent presented in the comfort of “Bend’s Living Room,” the intimate Tower Theatre.

This year’s CenterStage Series introduced (and in some cases, reminded) theatre-goers of the amazing diversity of the performing arts. Gravity-defying gymnastics by the Shangri-La Acrobats were tempered by Peter Yarrow’s social conscience and classic folk songs. Tower of Power funk-ed up the house, while the Miles Davis Experience recalled the Birth of the Cool. Tao—The Art of the Drum was a visual and cultural spectacle direct from Japan; yet a month later we saluted a distinctly American comic, Groucho Marx. And while the Blind Boys of Alabama transformed the Tower into a Southern Baptist church—everyone clapping, swaying, and on their feet—Bruce Hornsby improvised his way through a remarkable 30-year personal repertoire with only a spotlight and the Tower’s Steinway piano.

We are indebted to the sponsors who underwrite the series and our mission to keep ticket prices affordable for all. We simply couldn’t do it without them.
The Tower Theatre Foundation presented 39 programs this past year. Another 120 events came from nonprofit organizations, national and regional producers, area concert promoters, plus local corporations in Central Oregon.

Nearly 62% of all events at the Tower last year were presented by nonprofit organizations. We are honored to be the home, year after year, to these vital organizations, and proud of our long-term relationships with many community-based nonprofits:

- Deschutes Public Library
- OSU-Cascades
- The Nature of Words
- The Environmental Center
- Ignite Bend
- Bend 2030
- Bend Surgery Center Foundation
- Sunriver Music Festival
- Big Brothers Big Sisters
- COCC’s Nancy R. Chandler Visiting Scholar Program

Tour promoters recognize their acts work well in the intimacy of the Tower Theatre. Brandi Carlile was back on our stage last year, as was Leo Kottke and Riders in the Sky. First-time Tower performers in 2011-12 were Todd Snider, the Mickey Hart Band and the legendary Lindsey Buckingham.

We hosted a wildly successful two-week run of the musical Chicago by Bend-based Cat Call Productions, the all-female musical spectacle Maiden Bend Music Fest, and dance recitals from Mrs. Marcelle’s School of Dance at the Athletic Club of Bend, Urban Pointe Dance Academy, and The Academie de Ballet Classique.

Last year, the Tower established itself as the best place in the region to see a movie:

- BendFilm Festival
- Full Draw Film Festival
- Reel Paddling Film Festival
- Caldera Student Film Festival
- Sprout Film Festival
- Fly Fishing Film Festivals
- Pine Mountain Sports’ Powderhound Preview
- SledFilm Festival

The Tower also proved its role as a wonderful locale for corporate and community presentations:

- Bend WEBCam
- Bend Venture Conference
- Bend Parks and Rec’s Central Oregon's Got Talent
- Bend-LaPine Education Foundation's Trivia Bee
- Karnopp Petersen's Business 20/20 series
- Deschutes Brewery company meetings

We are committed to making the Tower a place where everyone in Central Oregon can gather and enjoy a sense of shared community.
<table>
<thead>
<tr>
<th>For Profit</th>
<th>Non Profit</th>
</tr>
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**Theatre Users**

- A Novel Idea
- Absinthe Film Tour
- Academie de Ballet Classique
- Acrovision Sports Center
- Amber Pato
- AMZ Productions
- Antioch Church
- Assistance League of Bend
- BackCountry Tours
- Bend 2030
- Bend Paddle Trail Alliance
- Bend Parks and Rec District
- Bend Research, Inc.
- Bend Surgery Center Foundation
- Bend Venture Conference
- Bend WEBCam
- BendFilm
- Big Brothers Big Sisters
- Boys and Girls Clubs of Central Oregon
- Caldera
- Cascade School of Music
- Cascades Academy
- Cat Call Productions
- Central Oregon Avalanche Association
- Central Oregon Mastersingers
- City of Bend
- COCC Visiting Scholar
- Program
- Country Financial
- Deschutes Brewery
- Deschutes Public Library Foundation
- Education Foundation of Bend La-Pine Schools
- Fly Fishing Film Tour
- Full Access Brokerage
- Full Draw Film Tour
- Hapa
- Humane Society of Central Oregon
- Icon City
- Ignite Bend
- International Fly Fishing Film Tour
- Jeff Swales
- Karnop Petersen, LLP
- Motion Initiatives
- Mrs. Marcelle's School of Dance at ACB
- Oregon Humanities
- OSU Cascades
- Peak Artist Alliance
- Pine Mountain Sports
- Popovich Pet Theatre
- Random Presents
- Rural Organizing Project
- Sagebrush Foundation
- Serendipity West Foundation
- Shore Thing Productions
- Square Peg Concerts
- St. Charles Foundation
- Stand Up for Hunger
- Sunriver Music Festival
- Teton Gravity Research
- The Environmental Center
- The Nature of Words
- Theatre Council Productions, Inc.
- Todd Haaby
- Tower Theatre Foundation
- Trout Unlimited
- University of Oregon
- UpWest Arts
- Urban Pointe Dance Studio
- VisitBend
- Where the Yellowstone Goes, LLC
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Deschutes Cultural Coalition
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Ken Steiger
Suntrack Sound
Tate & Tate Catering
The Oxford Hotel
Town Place Suites
Two Old Hippies
Wabi Sabi
Wall Street Storage
Yellowbook
Xpress Printing
Zolo Media

VISIT THE TOWER THEATRE’S PREFERRED BUSINESS PARTNERS
Alpenglow Café
Azura Studio
Bend Brewing Company
Bend Veterinary Clinic
Cascade Cottons
FootZone
Kebaba
Kitchen Complements
Mockingbird Gallery
Pave Fine Jewelry
Phoenix Inn
Plankers
Sage Custom Framing
Seventh Mountain Resort
Sound Advice Systems
XPress Printing
Zolo Media
Volunteers

Suzanne Adams
Joan Alles
Bob Antoine
Joyce Antoine
Marilou Bade
Dana Bakkensen
Cynthia Bassett
Judy Beam
Dean Beck
Lisa Bell
Jill Benefield
Lana Benrath
Lauren Beyerinck
Linda Bilyeu
Myra Blaylock
Sharleen Boichel
Deborah Brewer
M Burten-Werksman
Alan Butler
Ali Bylund
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Wendy Caro
Joanne Carr
Dee Caskey
Susan Cavanaugh
Sabra Cleveland
Carole Colby
Eddy Jo Cole
Leslie Colvin
Linda Connelly
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Steve Crozier
Bambi Curtis
Debra Cyr
Ben Deberry
GiGi Deberry
Bonnie DerTorrossian
Pat Duffy
Brigitte Dysart
Lisa Ehlers
Sue Eichner
Karen Ellingson
Jim Elliott
Dianne Erdman
Janet Ferro
Victor Ferro
Allan Flood
Nancy Flood
Don Frazer
Kathy Frazer
Billye Friberg
Mandy Fritchman
Deedee Garnett
Bill Gawlowski
Cathy Gawlowski
Judie Geiss
Linda Gillard
Regina Gillogley
Barb Hagen
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Joyce Padgham
Linda Parker
Rebecca Parker-Perry
Lowell Pearce
Sara Jane Pearce
Bev Piper
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Marion Pratt
Jake Raiter
Robin Raiter
Terry Reynolds
Thea Rhiannon
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Martha Sargent
Kathy Scarborough
Carol Schunk
Glynda Sebek
Nancy Serne
Bruce Sharp
Gerry Sharp
Arlene Singer
John Slatter
Chris Smith
Wanda Sobiegraj
Deb Stelma
Ron Stanley
Colleen Staver
John Stockham
Karen Stone
Ledlie Szaraniec
Jean Tauriello
Peter Tauriello
Kathi Thomson
Patt Trobaugh
Kathy Turner
Micki Turner
Nancy Tyler
Robin Vora
Craig Watson
Jerry Wein
Carol Wellock
Jim Wellock
Kathryn White
Judy Yeiter
Rich Zebrowski
Ed Zimmerman

Volunteer Hours

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CHAMPION - $5000
Crisy Lanfr

GUARDIAN - $2500
Danny & Kathy Huff

PATRON - $1000
Henry and Barbara Belden
Sheryl Boyd
Knute and Patricia Buehler
Charles Cushman and Lisa Lindgren
Rudy and Debbie Dony
Peter and Lyn Feldman
Deschutes Brewery
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Hansen and Martin Francis
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Jan and Jody Ward

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Ron and Beth Hanson
Terry and Courtney MacMillan
Izzy and Nancy Oren
Joan and Andrew Pease
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Curtis and Kathryn Baker
Lisa Baker
Grace Bauhofer
Lisa Bertalan
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Sandy Burkin
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Karen Cammack
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Karen Campbell
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Susan Cavanaugh
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Bunny Cools
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