Connecting to the Bottom Line

Our revenue in 2016/17 continued to grow another 23% to a record $1,698,363. To review a copy of audited financials for the fiscal year, please contact Ray Solley at ray@towertheatre.org or 541-323-9155.

Theatre operations (ticket sales, rentals, concessions) continue to generate approximately 75% of the organization’s revenue. Contributed income (from members, donors, sponsors, grants) provides the rest of the funds required to successfully maintain and operate the nonprofit Tower Theatre Foundation.

At the same time, the Foundation board and staff continue to ensure that costs are carefully and wisely balanced between managing the organization and raising support.

Connecting to Our Historic Venue

Facilities Committee Chairman and volunteer extraordinaire Michael Hanbey led other volunteers, board members and staff as they all “connected” with mounds of snow on the Tower roof this past January! Their shoveling expertise made certain the theatre and our patrons were safe during one of the deepest snowfalls on record.

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While our area grows at breakneck speed, our doors are open nearly every night, inviting you to singalong with your favorite performers, cheer on local talent, learn about important issues, or simply bump into an old friend in the lobby.

The nonprofit Tower Theatre Foundation staff, board, and volunteers are privileged to offer a venue to experience creativity that inspires and recharges us with a full range of human emotions.

Building on steady growth since 2009, last season 60,670 people connected with the world and their community at the Tower.

2016/17 Sponsors

- Bend Surgery Center
- Central Oregon Radiology Associates
- Oregrown
- Deschutes Brewery
- Taylor NW
- Ed & Beth Irish
- Drake
- Gary & Terry Reynolds
- Sally Russell
- Knute & Patricia Buehler
- Shane & Lisa Nelson
- Ron Verdoorn
- Sunday Guitars
- Robberson Ford
- Ruth Thompson
- Pacific Power
- Carlson Sign Co.
- Shelly Hummel
- Ed Kingzett
- Wanderlust Tours
- Bank of the Cascades
- Bend Broadband
- Warren John West
- Oregon Film Office
- Sun Mountain Fun Center
- Steve and Cynde Magidson
- 1859 Magazine
- Old Mill District

2016/17 Grantors

- WESTAF
- G5
- NEA Art Works
- Oregon Community Foundation
- Oregon Arts Commission
- Deschutes County Commissioners
- WHH Foundation
- Pacific Power Foundation
- Roundhouse Foundation
- Deschutes Cultural Foundation
- Bend Cultural Tourism Fund
- Bend Foundation
- Clabough Foundation
Connecting on the Stage

The Tower kicks off each season by presenting the year’s largest local theatrical production. For 2016/17, Shore Thing Productions’ “A Chorus Line” showcased the best singing, dancing, and musical talent calling Central Oregon home.

Each year, there seems to be one month that best reflects the wide range of cultural and educational offerings at the Tower. In October 2016 we welcomed 8,561 patrons in just 21 days for high-profile community events including BendFilm, Bend Venture Conference, Sparrow Club’s Swinging with the Stars, and Big Brothers Big Sisters Comedy Night. Plus we hosted show biz legend Rita Moreno, Japan’s Taiko drummers, and Ireland’s Gaelic Storm. No wonder the staff nicknamed it “Rocktober”!

Connecting in the Schools

We believe it is more important than ever to provide students creative experiences that help them understand, appreciate, and empathize with other people, perspectives, and cultures. The Tower’s education department continues to fill this need by bringing students to the Tower and taking performers into the schools through LessonPLAN (Performing Live Arts Now).

Our educational programs are offered to all Central Oregon districts, including private and home schools, serving children from Kindergarten through 12th grade. In 2016/17, the sixth season of LessonPLAN, 5,148 students participated—from Madras to La Pine and Sisters to Prineville. Events varied from science (Dr. Kaboom at the Madras Performing Arts Center) to stagecraft (Summit High students worked alongside our technical staff on “A Tower Christmas”) to cultural lessons (the Native Vision troupe performed four school assemblies in La Pine and Warm Springs).

Connecting with the Local Economy

Going out for dinner before a sold out Tower show, it is easy to see our audiences contributing to the energy and atmosphere of downtown Bend. We now have validated data to quantify what the Tower means to the region’s economy. In 2016, the Tower and other area nonprofit arts and culture organizations participated in the American for the Arts’ fifth Arts & Economic Prosperity study. The results put to rest a misconception that communities support the arts at the expense of local economic development. In fact, spending in the arts is an investment that supports jobs, generates government revenue, and is a cornerstone of tourism.

Every Year the Tower:
- Contributes $3.5 million to the local economy
- Supports 103 full-time equivalent jobs
- Generates $2.1 million in household income

Photos by Lisa Bell/Speedy Butterfly Photography