

## Tower Theatre Foundation Board of Directors

Alison Hamm, Chair  
Business Consultant (retired)

Doug Watson, Secretary  
Consumer Electronics Manager (retired)

Ann Rhoads, Treasurer  
CPA (retired)

Michelle Andre - Virtual Incentives

Mark Beach - ConnX Consulting

Ed Irish – Surgical Associates (retired)

Shan Kingston – Organizational Development

Steve MacKelvie - SkyPartnerships

Lora Nordquist - Bend LaPine School District

Ray Solley - Tower Theatre

Cathy Tai - Cathy Tai Interior Design

Ellen Wolff - Attorney (retired)

## Tower Theatre Foundation Staff

Ray Solley—Executive Director

Jodie Barram—Director of Fundraising

Amanda Bird—Marketing & Web Manager

Jonah Brindley—Production Director

Karin Cavanaugh—House Manager

Kit Dickey—House Manager

Breana Eckert—Bookkeeper

Mathieu Federspiel—IT Manager

Julie Floyd—Director of Finance

Michael Howland - Tech Assistant

Sue Jensen—Box Office & Graphics Manager

Kimmie Neff – House & Concessions Manager

Mike Nowak—Technical Director

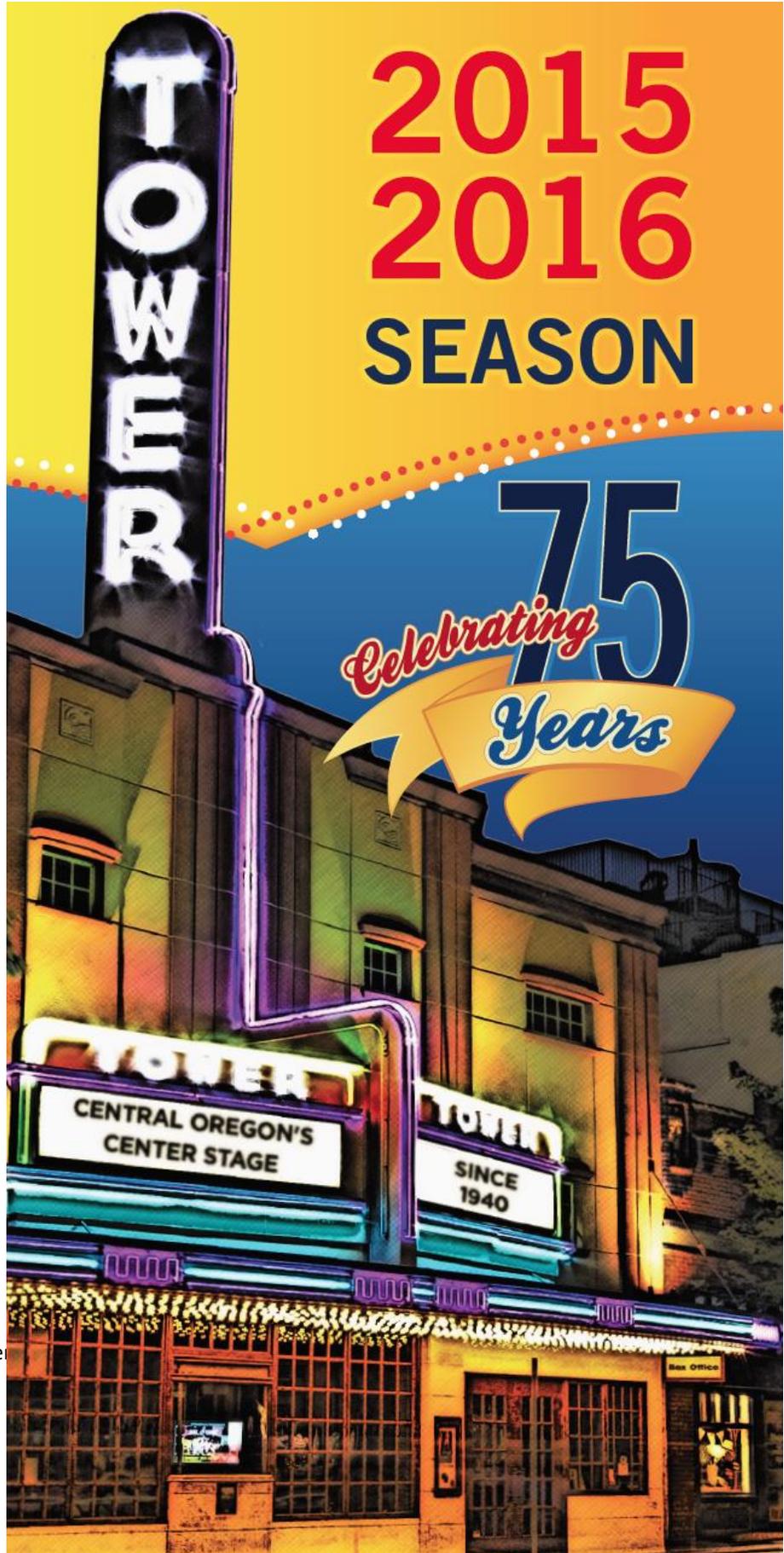
Brad Ruder—Front of House & Volunteer Manager

Shannon Sullivan—Director of Client Services

Mollie Tennant—Education Manager

Lisa Vann—Donor Relations Manager

Lori White—Box Office Assistant



# 2015-2016 Community Report

## 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.

### A Few Highlights of 2015/16

As the Tower Theatre Foundation enters its third decade of connecting Central Oregonians by creating joyful memories, the staff and volunteers have embraced their role as leaders in performing arts and stewards of the venue.

#### ***As a performing arts leader, the Tower reaches beyond traditional audiences***

At the January 2015 board of directors' retreat, a desire to expose new families to live performing arts arose as an important initiative moving forward. The goal was to present shows at local schools, where these families would feel at home, and at minimal ticket prices. Lora Nordquist, board member and Assistant Superintendent for Elementary Programs at Bend-La Pine Schools, and Mollie Tennant, Tower Education Manager, launched Family Theatre

Night at Bear Creek Elementary in January 2016 with a free presentation of Tears of Joy Theatre's life-size puppet show "The Reluctant Dragon". An anonymous donor, associated with Bear Creek, was excited enough about the concept to underwrite the artistic fee. In the coming year, we will continue to grow family programs with two shows already scheduled, including one in La Pine, for only \$4 a ticket.



*At Left: Scene from "The Reluctant Dragon", the Tower's first Family Series show outside the Tower venue.*

#### ***Connecting students and patrons through diverse shows and locations is key to the Foundation's future***

In November, 594 Central Oregon students examined the rich cultural history of our area, and learned lessons about tradition, bravery, understanding, and friendship through Red Sky's play, *Mistatim*. Internationally renowned for its artistry and innovation, Red Sky is Canada's leading company of indigenous dance, theatre and music. The engagement broke new ground. Mollie Tennant, Tower Education Manager, with Kathleen Allen, a Tower teaching volunteer, collaborated with the Madras Performing Arts Center, the Jefferson County School District, and the Museum at Warm Springs.

Classroom sessions offered exposure to live performing arts, allowing students to express themselves through art and provide insight into local, native heritage. Sessions included a theatre etiquette talk, a brief synopsis of *Mistatim*, visits from elders of the Confederated Tribes of Warm Springs Reservation, and writing and art projects culminating in a class room paper quilt. The quilts were displayed at the Madras Performing Arts Center and later at The Museum at Warm Springs. All of the students attended a matinee performance in Madras; a free public performance was offered the same evening. Plus, the Tower technical staff spent a full day with the new director



*Warm Springs Tribal elder Char Herkshan discusses a student's art work during a classroom visit*

of the Madras Performing Arts Center providing backstage training and theatrical expertise to properly set up and efficiently run the new venue.

### ***Caring for Bend's living room remains vital to the success of the Tower Theatre Foundation***

Over the past few years Michael Hanby, volunteer chair of the Facilities Committee and Mark Beach, board member, have collaborated with staff to identify and prioritize the technical upgrades and maintenance work required at the Tower. With record-breaking ticket sales and resulting increases in preservation fees—plus generous donations from Bend Foundation, Brooks Resources, BJB Charitable Trust, Ron Verdoorn, and other community members—significant progress has been made. Technical upgrades include digital audio and lighting control boards, a new video projector, speaker arrays, computer servers, and ticketing/donor software. More visible to passers-by on Wall Street or patrons entering our lobby are the painting, wood refinishing, travertine cleaning, and carpet replacement. Thanks to progress in fundraising, the staff, board of directors, and facilities and finance committee members are establishing ongoing processes to set aside and restrict funds for handling future upgrades and refurbishments.

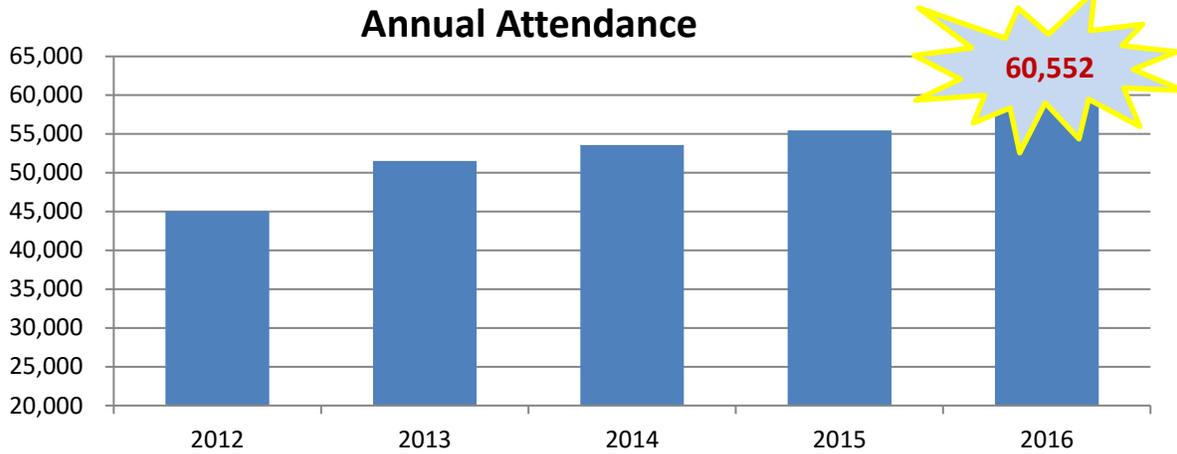


*Newman Brothers Painting restoring the Tower to 2004's original vibrant colors*

### ***Putting the fun back in fundraising***

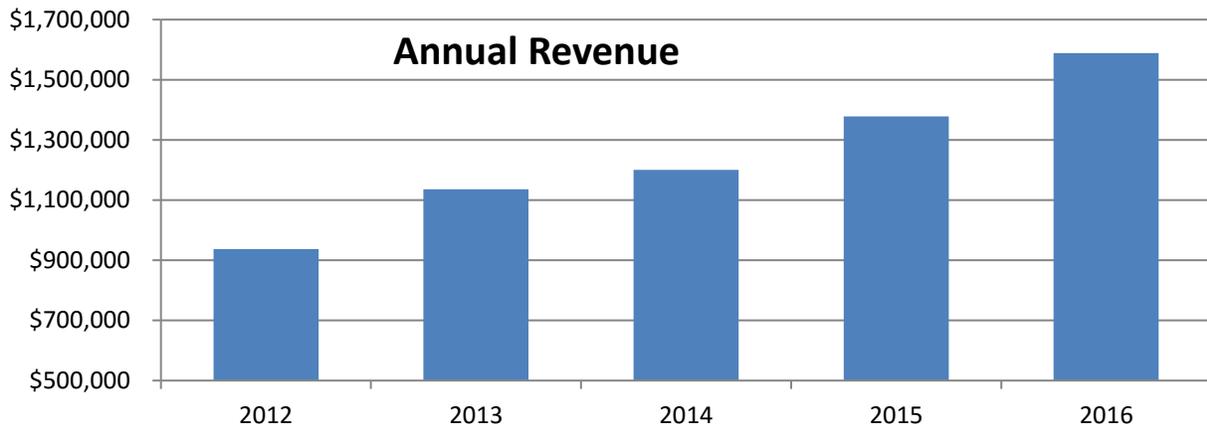
The Bend Follies is the Tower Theatre Foundation's signature fundraising event. Hosting events almost 200 days every year, the Tower continues to be a vibrant part of downtown Bend. Operations and maintenance are funded 70% through earned income (tickets, concessions, rentals, etc.) and 30% contributed income (memberships, sponsorships, grants, etc.). When you support the Tower, you also support the 40 plus nonprofits that receive discounted rental rates each year. Doubling proceeds from the Bend Follies inception four years ago, \$40,271 was raised in 2016.

**Tower Theatre Foundation By the Numbers**



Building on steady growth since 2009, the number of patrons enjoying an event at the Tower grew to **60,552**. And the 5<sup>th</sup> season of LessonPLAN (Performing Live Arts Now) inspired **4,940 students** from Madras to La Pine and Sisters to Prineville, a 25% leap over the prior year. At the same time, LessonPLAN matured with the quality and depth of classroom connections.

In 2015/16, revenue grew another 15% to a record **\$1,588,789**. To request a copy of our financials for fiscal year 2015/16, please contact Ray Solley at ray@towertheatre.org or 541-323-9155.



A direct measure of community wide support, **memberships** hit a record high in June 2016 at **1,097** and continue to contribute about 10% of total revenue. Volunteer hours also continue to grow with **200 people volunteering 6,000 hours** in 2015/16. Their effort is valued at **\$58,500!**

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	2016
<b>Cost of Raising Support</b>	11%	11%	11%	10%	8%
<b>Management &amp; General</b>	9%	7%	8	9%	10%