After the Tower Theatre reopened ten years ago as the historic heartbeat of downtown Bend, Central Oregon has proven time and again that it takes great pride in supporting and preserving this great venue. Since 2004, more than 450,000 community members have been inspired and educated at events held in “Bend’s living room.”

We recognize and are indebted to the village of donors, members, volunteers, sponsors, clients and customers who keep the Tower thriving.

**IN 2013-14**

**53,566 PATRONS** experienced Tower events.

**1,042 MEMBERS** joined the Tower. Their number one reason? “Supporting my local theatre and performing arts community.”

**$103,597 from SPONSORS** enabled artists from near and far to entertain and educate on the Tower stage.

**LOCAL LEADERS** laughed with us—and at themselves—to raise **$41,463** during the Tower’s annual fundraiser, the Bend Follies.

**DONORS and FOUNDATIONS provided 2,500** children the chance to enhance their education through the Tower’s performing arts.

**VOLUNTEERS spent 5,145 hours** ushering, photographing, filing, selling, repairing, and in every way helping do the work of the Tower.
OPERATING and FINANCIAL HISTORY

Following the economic downturn, the number of people coming to the Tower has steadily increased.

![Graph showing Tower Theatre Annual Attendance from 2009 to 2014](image)

The nonprofit Tower Theatre Foundation owns the venue and operates it on a breakeven budget. Over the last three years, revenue has steadily increased and been reinvested in delivering more performing arts to the community. The Foundation's operating reserve, established in 2010, has only been utilized once, and repaid in less than four months.
Theatre operations (ticket sales, rentals, concessions) continue to generate approximately 60% of the organization’s revenue. Contributed income (members, donors, sponsors, foundations) provides the rest of the funds required to maintain the venue, offer performing arts programming to local schools, and present the great variety of shows seen each year at the Tower.

### Contributed Income

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>% of Total Revenue</th>
<th>2013</th>
<th>% of Total Revenue</th>
<th>2014</th>
<th>% of Total Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$296,00</td>
<td>32%</td>
<td>$291,000</td>
<td>26%</td>
<td>$324,000</td>
<td>27%</td>
</tr>
</tbody>
</table>

Some of the funds invested back into the Tower Foundation over the past three years have been used for:

**Additional staff**

*(development director, educational coordinator, assistant book keeper, event supervisor)*

**Equipment maintenance**

*(emergency battery backup, HVAC, refrigerators, stage resurfacing, piano refinishing, marquee repairs)*

**Venue improvements**

*(video projector, auditorium speakers, acoustic modifications, additional lobby bar)*

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.

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost of Raising Support</td>
<td>12%</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>Management &amp; General</td>
<td>10%</td>
<td>8%</td>
<td>9%</td>
</tr>
<tr>
<td></td>
<td>22%</td>
<td>19%</td>
<td>20%</td>
</tr>
</tbody>
</table>

To request a copy of our audited financials for fiscal year 2013-14, please contact Ray Solley at ray@towertheatre.org or 541-317-0700.