

DONOR IMPACT REPORT

2023-2024



We make memories.
We make connections.
We make Tucson proud.



Welcome

Letter from the Executive Director



In the 2023-2024 season, the Fox hosted **153** events, shattered attendance records, and welcomed a more diverse audience than ever before.

Dear Friends, The Fox has a way about her, right? Our beloved theatre is more than a venue. It's a warm, welcoming friend. A home for our community to gather, celebrate, and connect through the arts. In the 23/24 season the Fox hosted **153 events**, shattered attendance records, and welcomed a more diverse audience than ever before.

The Fox is a home where our whole community is welcome, a sophisticated 5th generation Tucson institution that is truly for all ages and where every day is someone's special occasion.

Thanks to you, the Fox is on a roll! This year, one in four of our mainstage events played to capacity crowds. The first quarter of 2024 welcomed more people than ever, doubling the previous record setting quarter in 2023. February 2024 saw the largest participation month in Fox history. We welcomed thousands of first-time attendees, shifting our overall demographics a bit younger and still more reflective of Tucson's diversity.

That's not all. This year, we provided educational programs for youth, partnered with local non-profits, and provided a supportive stage for community events. Our dedicated staff worked behind the scenes to make every event special. The growing KITT (Kids in the Theatre) program served over 15,000 youth and families, including 10,000 K-12 students at school day matinees and workshops; offered 26 community talks, gatherings, and family-focused activities; facilitated non-profit youth groups to perform on our stage; and provided hundreds of free tickets for youth facing adversity.

We are honored to provide professional production and event expertise as a welcoming home for locally produced activities. This past year included everything from community fundraisers to local film premieres, a high school debate competition, emerging choreographer evening, a middle school musical, an appearance by the First Lady of the United States, and a moment of community-wide grieving as the Tucson Police Department honored the life and service of a fallen officer. We are especially proud to serve a role as a supportive community cultural resource, helping to craft moments of togetherness that matter.

None of this would be possible without your support. Thank you. Here's to many more magical moments at the Fox!

With gratitude,

Bonnie Schock
Executive Director



Design Development Rendering, Swaim & Associates, August 2024



In 2030, the Fox Tucson Theatre will celebrate her 100th year and the birth of her next 100 years.

Our leadership and board of directors have been hard at work developing a fitting plan to secure the legacy of our beloved Fox for generations to come. Our bold vision is to build an expanded facility adjacent to and seamlessly integrated with the historic Fox. Together, the new performing

arts center campus will enhance the iconic theatre with a diversity of artistic uses, improved accessibility, increased revenue generation, and create a one-of-a-kind showplace dedicated to the arts at the heart of our city.

In the past 18 months, the Fox has laid the groundwork for this transformational expansion. Thanks to an investment by Rio Nuevo, we resolved \$2.7 million of debt on the historic theatre and purchased the properties at Stone & Congress connected to the Fox. We have completed the design development phase, providing us a bold vision with a shovel-ready project. We've also raised \$4 million toward our \$26 million goal, including a \$2 million matching contribution from Rio Nuevo.

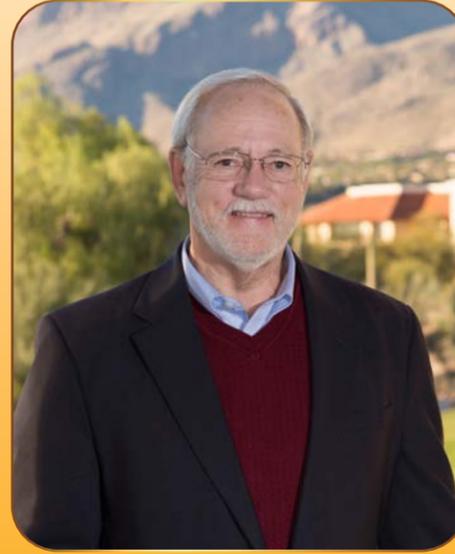
As we move forward over the next several years to raise over \$20 million for this historic project, we are pleased to report that we will be doing so from a solid financial base and growth trajectory that includes increased earned revenue, larger and more diverse audiences, and generous philanthropic support from people like you.

The historic Fox Tucson Theatre is a treasure for adults, children, and families in our region, as well as a world-class venue to showcase artists from our city, state, region, country and around the world. She deserves to be carried forward into a prosperous and sustainable future.

Bruce Dusenberry
Board President & Capital Campaign Cabinet

Vision 2030

Around the Corner



"We are pleased to share our goal of a grand opening of this new center in 2030, the 100th anniversary of the Fox Tucson Theatre!

It is fitting that we will celebrate the birthday of our Crown Jewel as we also set her on a path of sustainability and continued magnificence for her second 100 years and beyond."

-Bruce Dusenberry

Financial Health of the Fox

From **2018-2019** to **2023-2024**, annual philanthropic support of the Fox rose **19%** from **\$864,594** to **\$1,031,572!**

Thank you, Fox Family!

Over the past five years, the Fox Tucson Theatre has leveraged strong management, robust programs, strategic investments, focused governance, and your support to build a healthy, sustainable financial position.

Now among the largest arts nonprofits in Southern Arizona, the Fox has matured from an emerging organization and taken her place as a preeminent arts institution for Tucson and the region.

Significant recent financial trends include a **dramatic, positive change in our balance sheet**, allowing the Fox to operate from a place of confidence and stability; and a rapid turnaround from historic pre-pandemic net operating losses to **consistent and robust profitability from core program activities**. The Fox has emerged out of the pandemic shutdown transformed, positioned to deepen impact still further in years to come.



Photo by C Elliott

Average attendance per show rose **33%** from 2018-2019 to today!

Increased attendance has been a critical factor in the Fox's success over the past five years.

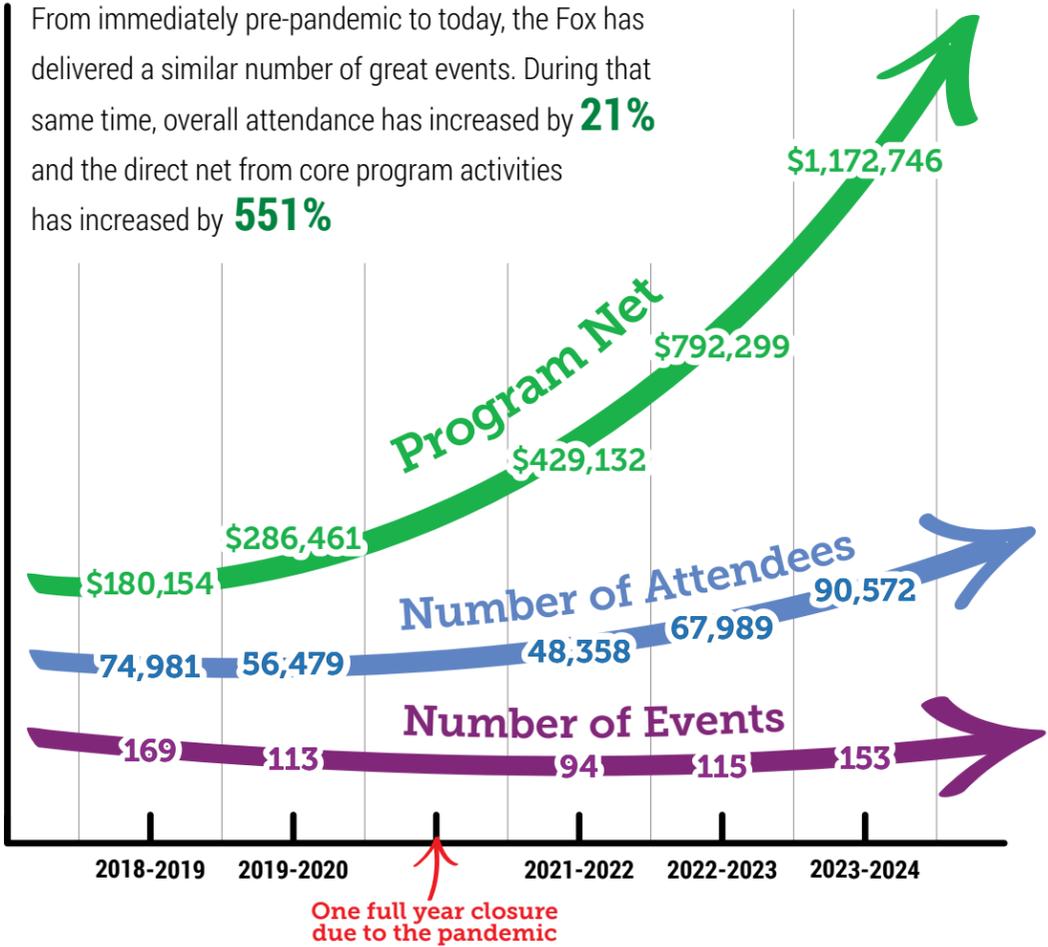


Photo by Julius Schlosburg

Key Indicators of Financial Health

		2023-2024	2018-2019
		Today	Pre-Pandemic
Income/Expense			
Up 64%	Revenue	\$6,832,380	\$4,159,995
Up 54%	Expense	\$6,433,625	\$4,181,147
Up 1,985%	Profit/Loss	\$398,755	(\$21,152)
Up 1,248%	Net Profit Margin	5.84%	(0.51%)
Financial Position		Today	Pre-Pandemic
Up 288%	Current Unrestricted Assets	\$1,184,288	(\$630,696)
Down 32%	Current Liabilities	\$239,604	\$350,207
Up 841%	Days Cash on Hand	126.7	13.5
Down 60%	Long Term Debt	\$1,240,000	\$3,060,321

KITT Education Program Soars

Participation more than **Doubled!**

from 2022-2023 to 2023-2024

15,884

youth and their family members were served by the Fox in 2023-2024 through:



8 student matinee performances



4 youth and family series public shows



8 family film events with education and pre-show enrichment



1 Monsoon Literacy Celebration



5 Curious Conversation free public workshops



26 workshops, residency and outreach events and school visits



26 public & school history tours

It's more than just the numbers.

For each of these events our KITT team creates unique, interactive experiences that spark curiosity, and builds dynamic community partnerships that leverage wide-ranging local resources to maximize the fun and deepen the educational impact. Here are some of our favorite moments from this incredible season of impact!

"For many of my students, this was their first time seeing a live show, so it was a beneficial life experience for them!"

"This incredible program is the perfect accompaniment to the classroom, bringing history alive for the students like nothing else could."



Program Highlight: Science Comes Alive!

In October 2023, the Fox presented two school-time performances of a touring musical theatre production of "Magic School Bus: Lost in the Solar System." To deepen the educational impact of the show, the Fox partnered with the UA's Flandrau Science Center, SARSEF (who puts on our regional science fair) and a group called Taking Up Space, which provides culturally relevant STEM education to Native American girls and sends them to NASA space camp.

In addition, the Fox brought a group of students and educators from the Sewa Uusim Community Partnership of the Yaqui Tribe to attend the second performance and a post-performance workshop with a visiting NASA scientist. The NASA scientist also circulated through the theatre prior to each show, sharing space items and bits of knowledge with students. The combination of story and song on-stage, hands-on activity, and an extra-special setting like the Fox brings STEM to life!

"The children felt so much joy with the attention to detail and care they received. They loved the entire show and the NASA Engineer presentation."

"My favorite moments were watching my students faces as they watched the show. So many emotions!"

Scan to see students talking about their experience of this program!



SCAN FOR MORE INFO!

Photo by Kathleen Dreier, courtesy of Act One

The 2023-2024 Season Smashes Records!

90,572 people enjoyed 153 live shows, films, and events!

From The Mavericks to Wailin' Jennys, Mandy Patinkin to Trombone Shorty, Brad Williams to Mariachi Sol de Mexico, audiences have delighted in this season's quality and variety.

This year's mainstage season hosted a spectacular array of events, and boasted one incredible sold-out show after another, with 25% of events playing to capacity crowds and over half of attendees coming to the Fox for the first time.



Photo by Denny Schreffler

In addition to touring events and our education program, the third pillar of the Fox's annual programs is the variety of community produced and presented events that we support on our stage. These events take place in partnership with local non-profits, independent artists, and other creative producers.

Each year the Fox supports dozens of such events, providing a high-profile stage, supportive rates, presenting partnership, professional expertise, and staff time that facilitates highest-quality production and enables broad use of the Fox by our local nonprofits and important community causes.



Pictured are some of this past year's most meaningful moments: Officers march before Tucson Police Department Memorial for fallen officer held at the Fox, the senior class of UA School of Film & Television premiere their final projects at *I Dream in Widescreen*, and Ballet Tucson emerging choreographers showcase their new works as part of *Footprints at the Fox*.



Photo by Julius Schlosburg



"The Fox Tucson Theatre is the perfect place for our family to perform. We think of her as the Mother Church of music."
-Peter Ronstadt

The Fox is Here for the Community



41 community partner events including...



20 non-profit fundraising and education partner programs



5 graduations



1 local film premiere



18,659 attendees

VISIT WWW.FOXTUCSON.COM

Thank You...

Top 3 reasons to support the arts according to Americans for the Arts:

When you support the Fox Tucson Theatre, you are supporting one of Tucson's most treasured arts institutions, as well as the many artists and arts organizations that perform at the Fox every year. By doing so, you are impacting the community in positive ways, including:

1. Arts unify communities

72% of Americans believe "the arts unify our communities regardless of age, race, and ethnicity" and 73% agree that the arts "helps me understand other cultures better"—a perspective observed across all demographic and economic categories.

2. Arts improve individual well-being

81% of the population says the arts are a "positive experience in a troubled world," 69% of the population believe the arts "lift me up beyond everyday experiences," and 73% feel the arts give them "pure pleasure to experience and participate in."

3. Arts strengthen the economy

The nation's arts and culture sector—nonprofit, commercial, education—is an \$919.7 billion industry that supports 5.2 million jobs. That is 4.3% of the nation's economy—a larger share of GDP than powerhouse sectors such as agriculture, transportation, and construction. The arts have a \$33 billion international trade surplus. The arts also accelerate economic recovery: a growth in arts employment has a positive and causal effect on overall employment.

Gifts of \$500-\$999

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Gifts of \$1,000-\$2,499

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Photo by C Elliott



Recognizing gifts received between 7/1/23 and 6/30/24.
Please contact jonathon@foxtucson.com to report errors or omissions.

...To Our Supporters!

Introducing the Red Carpet Society

The Fox Tucson Theatre Foundation
Legacy Giving Program



We are pleased to announce the launch of the **Red Carpet Legacy Society**, an exclusive community of supporters dedicated to preserving the historic Fox Tucson Theatre, and its honored place as the Crown Jewel of Tucson, for generations to come.



Red Carpet Society members are people who have elected to make arrangements for the Fox Tucson Theatre Foundation in their will or estate plan. This can be done with an attorney or through the Fox's partnership with FreeWill, a complementary online service that walks you through creating your will – an important step in protecting your family as well as the causes that are near and dear to your heart.

Red Carpet Society members receive:

- Recognition in the season playbill
- Lobby screen recognition
- A personalized theatre seat plaque
- An exclusive invitation to the Annual Red Carpet Recognition Event

Red Carpet Society members may also choose to remain anonymous, but still receive Red Carpet Society communications and event invitations.

The Red Carpet Legacy Society ensures that the Fox Tucson Theatre continues to thrive as a beacon of culture, entertainment, and community engagement for another 100 years.

If you have already made arrangements for the Fox Tucson Theatre Foundation in your will or estate plan, or if you are interested in learning more about leaving a legacy in your estate plan, please contact our Donor Engagement Coordinator, Brit McGovern, at 520-624-1515 or brit@foxtucson.com. You can also scan the QR code in the left sidebar.

Gifts of \$2,500-\$4,999

Greg Anderson & Linda Holmes
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Holly Bell
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Gifts of \$5,000-\$9,999

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John Millard & Annie Barmore
Barbara Brady
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Terri Saint Pierre
Bonnie Schock & Leonard Kron
Lex Sears
Dr. Gulshan & Neelam Sethi
Howard Stewart
Andrew & Laurie Varecka
Catherine Wdowiak

"There are many non-profits out there that we can support. However, we believe that the Fox Theatre provides so much to the community and we really like that they work hard on providing education, entertainment and great musicians from all over the world to our community."

-Laura & Bob Acosta



Gifts of \$10,000-\$24,999+

Larry & Florence Adamson
Boyd Drachman
Mark & Jane Frazee
Les & Suzanne Hayt
Julie Kasper
Mike & Beth Kasser
Don Martin & Charlotte Hwang
Catherine Morton & Armando Arriola
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Gifts of \$25,000+

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**Thank You
to Our Donors!**

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Being a member of the Fox Family has benefits

Be sure you take advantage of all there is to enjoy!



Know your donor benefits. Depending on your giving level, you can enjoy our on-site concierge service, access to donor only ticket pre-sales, concessions discounts and exclusive specials, priority access to the donor lounge, free film passes, public recognition, access to artist meet and greets when available, pre-show receptions, backstage tours, and even complimentary parking! Learn more here: bit.ly/fox-donor or scan the QR code in the left sidebar.



Understand your tax benefits. As a donor to the Fox, there are tax-smart giving options available to you. Here are two strategies that might be helpful:



Qualified Charitable Distribution (QCD): If you are 70 years of age or older and have an IRA, a QCD can count towards satisfying your Required Minimum Distribution (RMD) for the year. You can give to the Fox Tucson Theatre Foundation and enjoy the benefit of a tax-free distribution from your IRA, contributing towards your Required Minimum Distribution and potentially reducing tax liability. Find out more here: bit.ly/fox-qcd or scan the QR code in the left sidebar.



Donor Advised Fund (DAF): If you have a Donor Advised Fund (DAF), the Fox Tucson is a qualified recipient. You can make your contribution through your DAF provider or through our no-fee tool to connect directly to 1,000+ supported Donor-Advised Fund providers. It allows you to submit your grant request to Fox Tucson Theatre in only a few clicks. This makes it easier to locate your gift when it arrives, thank you for your support, and ensure your gift goes to the right place. bit.ly/fox-daf

Thank you for being part of the Fox Family!



Fox Team & Board Members

Roy P. Drachman worked at the Fox Tucson Theatre from 1933-1939; he believed in arts and culture and the impact it had on Tucson throughout his life.

The **Roy P. Drachman Foundation** has made a commitment to support the Fox Tucson Capital Campaign and hopes that others will do the same. It is honored to support an effort that Roy believed in more than 90 years ago because organizations like this help our economy, serve our community, and provide great entertainment.



Historical photo circa 1935 of manager Drachman and his staff

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Don't miss
new shows announcing
Sept. 13, 2024



Kick-off the 2024-2025 season with us this fall!

Front cover photo by Denny Schreffler. Back cover photo by C Elliott.



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Never miss an announcement. Follow the Fox!