

Welcome

Letter from the Executive Director



In the 2024-2025 season, the Fox broke attendance records for the 4th straight year, doubled the size of our education program, and solidified our place as a made in Tucson arts institution. Dear Friends,

There is joy inside these walls. There's something extraordinary about what happens here. It's in the roar of applause after a show-stopping number, the wide-eyed wonder of a child's first live performance, the sparkling smile when an artist steps out onto this beautiful stage, the warm greetings and the electric banter among friends before and after a shared event. This is where Tucson gathers to celebrate special moments, connect as a community, and create memories that last a lifetime.

In the warm embrace of our historic theatre, close to 100,000 people gathered this year to experience the joy of live performance. From unforgettable concerts and moving films to community celebrations and insightful conversations, the Fox has sparked with joyful energy night after night, all year long.

Through our Kids In The Theatre (KITT) program, we inspired creativity and curiosity in young minds, welcoming nearly 20,000 students to explore the arts in a uniquely Tucson setting that ignites imagination and fosters a love of learning.

All of that energy is fueling continued growth – in audience attendance, customer enthusiasm, revenue, and the strength of our operations. The most meaningful growth of all is the ever-expanding and deepening network of relationships with supporters, partners, artists, and patrons who believe in the Fox and choose to invest in the arts right here in Tucson.

This joy-filled life we're cultivating is sustained by excellence – in the dedication of our staff, the vision of our board, the talent of the artists we bring to the stage, and the generosity, passion, and commitment of our supporters.

In a rapidly changing city like Tucson, where national entertainment chains seek a foothold, the Fox is a homegrown treasure that gives back – culturally, economically, and emotionally. By investing in local performing arts institutions, you help ensure a strong, authentic, connected arts infrastructure that will thrive at the heart of community-life for generations to come.

As we look to the future – including our bold plans for expansion Around the Corner at Stone & Congress – we do so with deep gratitude and renewed purpose. Thank you for keeping the life inside the Fox full of joy!

With warm appreciation,

Bonnie Schock
Executive Director



Best music, best patrons, the most fun I've had at a concert in Tucson, and obviously a goto venue for top artists.

Legends like Gladys Knight, Chris Isaak, Indigo Girls, and Lyle Lovett lit up the stage with soul-stirring performances. Acoustic icons, nostalgic favorites, and global sounds—from Gillian Welch to Los Lobos, Jesse Cook to Pink Martini-brought audiences to their feet.

Laughter echoed through the theatre thanks to comedy greats like Wanda Sykes and Brian Regan, while movie moments like a Grease sing-along and Dirty Dancing in Concert kept the fun going.



The Joy of Live **Performance**

This season

96,062

guests experienced the magic of

151

unforgettable events at the Fox Tucson Theatre

Proof that the Fox is where Tucson comes alive. As the curtain closes on a stellar season. one thing is clear:

joy lives here.

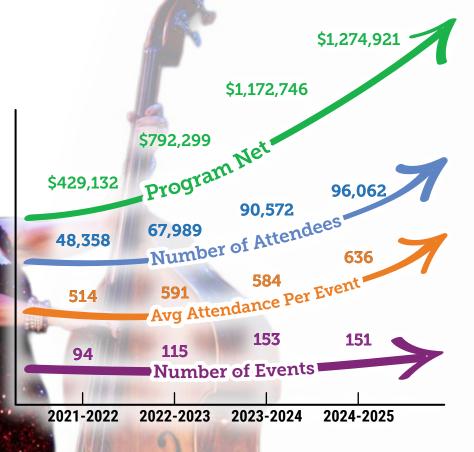
An incredible 31% of mainstage events played to capacity crowds, and the season exceeded the previous year's record attendance by **6%**

The word on the street from you about the Fox



Key Indicators of Financial Health

		2024-2025	2023-2024
Income/ Expense		Today	Last Season
Up 16%	Revenue	\$7,901,876	\$6,832,713
Up 11%	Expense	\$7,117,589	\$6,399,871
Up 81%	Profit/Loss	\$784,287	\$432,842
Up 57%	Net Profit Margin	9.9%	6.3%
Financial Position		Today	Last Season
Up 4%	Current Unrestricted Assets	\$1,962,534	\$1,887,054
Down 22%	Current Liabilities	\$1,215,023	\$1,549,036
Target Range	Days Cash on Hand	120	130
Down 2%	Long Term Debt	\$956,375	\$972,598



The financial picture at the Fox just keeps improving, thanks to our beautiful venue, strategic selection of amazing artists, excellent management, and most importantly YOU - our loyal fans!

Since reopening in 21/22 after the prolonged pandemic shutdown, the Fox has experienced extraordinary and sustained year over year growth, with total attendance during this time period up 99%, average attendance per event up 24%, and direct net from core program activities up 197%.

Inspiring the Next Generation



students and educators

14 family & youth stage & film events



The KITT Program served 14,978 youth & adults, doubled its staff, and introduced multiple new programs, including free storytime, sensoryfriendly programs, and a two-week summer day camp.



workshops serving 2,112 students & educators



3,610 complimentary tickets given to teachers. Title I schools, youth & their caregivers via partner non-profits, plus free events such as storytime & **Monsoon Literacy Celebration.**

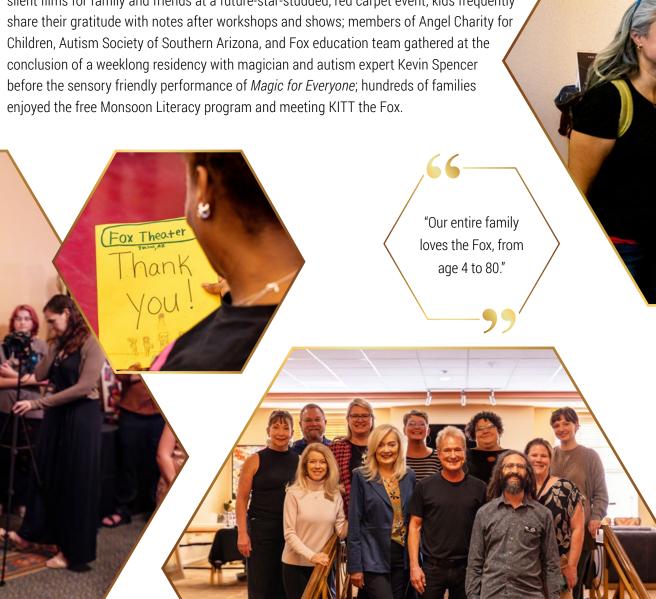
The Kids In The Theatre (KITT) program – with its special mascot KITT the Fox – offers a variety of programming: school matinees, storytime, autism-friendly events, family shows, educator training, and summer day camps, often in partnership with individual schools, entire districts, and other youth-serving nonprofits.

Arts experiences help kids grow in creativity, confidence, curiosity, and problem-solving. They also support mental and physical well-being. Studies show that the arts can improve child development, critical thinking, reduce stress, strengthen social connections, and even boost the immune system. Kids who participate in arts programs are more likely to stay engaged in school and community life—and are less likely to face mental health challenges later in life.



Kids in the Theatre

Pictured on these pages from left to right are just a few of the many magical moments from this past year: School matiness are often a child's first live show, where they are actively involved, and where learning and joy blend; Scamps on the Silver Screen campers premiered their original silent films for family and friends at a future-star-studded, red carpet event; kids frequently share their gratitude with notes after workshops and shows; members of Angel Charity for Children, Autism Society of Southern Arizona, and Fox education team gathered at the conclusion of a weeklong residency with magician and autism expert Kevin Spencer before the sensory friendly performance of Magic for Everyone; hundreds of families



Vision 2030 Around the Corner Expansion Update



We continue to make exciting progress on the big, bold plans for an expanded Fox Tucson Theatre around the corner at Stone & Congress. The project is on track to break ground on an expanded facility in 2028 with a projected opening of the Performing Arts Center in 2030, the 100th anniversary of the Fox. Over the course of this past year, the project team focused on gathering input from hundreds of diverse users and stakeholders, and that process has led to a still evolving design. The image above represents a step in the design development process as of June 2025.

Because the Fox is a beloved community asset, we are deeply committed and excited to shape an expansion that we can all be proud of, one that fits current needs while honoring the stories and the aesthetic beauty of our history. In tandem with the historic Fox, this performing arts center will stand as a highly visible showplace, a defining feature of Tucson, and a hub of artistic excellence, community, and joy.

Thanks to early commitments from major funders and donors – including \$2 million from Rio Nuevo, \$1.6 million from the Bert W. Martin Foundation, a combined \$1.6 million from Fox Tucson Theatre Foundation Board members, and \$1.3 million from other generous supporters – we have raised \$6.5 million (25% of the overall campaign goal) to date.

This project isn't just about more space – it's about ensuring that the Fox remains a leader in Tucson's cultural and economic future. With it, we ensure that the Fox thrives not just as a historic gem, but as a future-ready, resilient, vibrant performing arts hub.



The expansion will:

- Add a second flexible theatre space seating up to 300
- Increase accessible restrooms and ADA-compliant features, including elevators
- Provide flexible spaces for performance and community events
- Integrate modern technology and revenue-generating amenities
- Preserve and uplift the historic theatre for generations to come

Gratitude for Our Community of Supporters

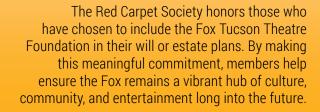
Gifts of \$25,000+

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Jerry & Mary Beth Radke
Judy Weill

James Wezelman & Denise Grusin

"I often say that the Fox
Theatre gives me much more
than I give to it. As an usher for over
three years, I experience the thrill of
seeing many amazing live performances. As a
longtime donor, I have the opportunity to purchase
tickets to my favorite shows early. And as a proud
member of the Red Carpet Society, I know
I am supporting a vibrant Tucson arts
community now and into the future."

Dr. Ann Parker





Benefits include:

A Red Carpet Legacy lapel pin · Recognition in the season playbill · Acknowledgment on lobby screens · A personalized theatre seat plaque · An exclusive invitation to the Annual Red Carpet Recognition Event

Dr. Ann Parker (center) at the President's Dinner, where she was honored for her lifelong commitment to the Fox and her decision to leave the Fox Tucson Theatre Foundation in her will.

Legacy Donors

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If you've already made arrangements, or if you'd like to learn more about how to leave a legacy through your estate plan, please contact **Brit McGovern**, Donor Engagement Coordinator, at 520-624-1515 or **brit@foxtucson.com.** Scan the QR code to get started!

Gratitude for Our Community of Supporters

The Bert W. Martin Foundation has committed an additional \$400,000 over four years for annual operating support and \$1.6 million toward the Around the Corner expansion campaign at Stone & Congress.

Leadership gifts like theirs and the commitment of so many make it possible for the Fox to facilitate joy, making memories and connections for all of Tucson.

Chandler Warden (third from the right) is a trustee of the Bert W. Martin Foundation. He is pictured on the right with Cynthia Cruz, Jamie Nichols, Cody Nichols, Debbie Sheppa, and Miguel Cruz.



"The Fox is an historic treasure and cultural centerpiece in Tucson. I and many others have life-long connections to the Fox. It holds a special place as an irreplaceable part of Tucson's unique cultural heritage."

Chandler Warden

99





Gifts of \$5.000-\$9.999

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You Make the Joy Happen

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

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Cat Wallis

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Mike & Shelley Zalewski Jennifer Zuniga

Your increased generosity this year allowed us to expand our reach, deepen youth programs, and show up for our many community partners.



Total Dollars Donated **Up 12%**



Number of Donor Households

Up 3.4%



Average Gift

Up 10.8%

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Gifts of \$500-\$999

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Tracy Anderson

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> "The acoustics are amazing!"

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The Fox Belongs to All of Us

The Fox shows its love to the Tucson community by hosting numerous events in conjunction with key partners throughout the year. We are proud to create accessible pricing, provide excellent customer service and technical support, and provide a stunningly beautiful backdrop to the events that make up the vibrant life and culture of Tucson. Just a few examples of community events this year include:

Cinema Tucsón

The Fox was proud to once again partner with Cinema Tropical and the UA Center for Latin American Studies for a fourth year of the Cinema Tucsón series, featuring exceptional films representing the rich aesthetics of Mexican cinema. Pictured: Cónsul Rafael Barceló Durazo (2nd left) and co-director of Cinema Tucsón Vicky Westover (right) with David and Julia Andres

Social Venture Partners' Fast Pitch

A program and event in which local non-profit organizations showcase their work in a short, compelling pitch to a live audience of potential donors. Pictured here are the participants from this year's event, representing eight different nonprofit organizations.

"It really does feel like a part of the community. It has become a unique part of Tucson."

community partner events

19,835 attendees

Fox Around Town

13 THE CROWN JEWEL OF TUCSON

Our mascot, KITT the Fox was making friends at 19 community events this year, including the Tucson Rodeo, PBS Kids Day at the Children's Museum, and Dream Night at Reid Park Zoo. At right, KITT showed off some tricks during the 100th anniversary of La Fiesta De Lox Vaqueros, the Tucson Rodeo Parade.



A crew from the Fox attended a **Tucson Roadrunners** ice-hockey game. Executive

Director Bonnie

Schock got to drive the Zamboni and Bryxxton Ramirez,

Communications

Coordinator, got a photo with Dusty, the Roadrunner's mascot!

Fox Tucson Theatre Staff - The People Make the Place

Programs Department

Bonnie Schock	Executive & Programs Director
Beau Bisson	Talent Buyer
Jakki Hill	Director of Events & Artist Relations
Jordan Wiley-Hill	Outreach & Education Manager
Lisa Bauer	Education & Programs Assistant
Marisa Acosta	Business Operations Manager

External Relations Department

Jonathon Crider	Director of External Relations
Trish McKeon Assoc Dir	rector of Marketing & Communications
Christa Neill	Brand Manager
Sabine Kaloutian	Community Engagement Manager
Victoria Ramirez	Social Media Manager
Brit McGovern	Donor Engagement Coordinator
Bryxxton Ramirez	Communications Coordinator

Audience Services Department

Emily Pratt	Director of Audience Services
Anthony Hall	Box Office Manager
Mason Grijalva	Asst Box Office Manager
Olivia Reardon	Food & Beverage Manager
Sophia PerezAs	st Food & Beverage Manager
Mysti Moore	Front of House Manager
Sheila Zeuch	Volunteer Coordinator

Finance & Administration Department

Mark Hoover	.Director of Finance & Administration
Deanna Lorentzen	Accounting & Admin Specialist

Facilities & Production Department

Jeff Rodenkirch	Director of Production and Facilities.
Chris Blevins	Production Manager
Jocelyn Zeigler	Asst Production Manager
Eddie Preciado	Facilities Maintenance Manager

Our fun and friendly staff! "The staff are outstanding. They are warm, welcoming and professional. When I arrive, I feel like I am being given a big hug!"

Fox Board of Directors

Dave Volk, President

Volk Company Commercial Real Estate

Sherry Downer, Vice President Attorney at Law

Neil Holstad, Treasurer CPA

Andy McWhirter, Secretary Community Volunteer. Retired

Bruce Dusenberry, Past President CEO of Horizon Moving Systems, Retired

Jennifer Chenault

Lovitt & Touché | Marsh McLennan

Brent Davis

Group Management, Inc.

Paul Lindsey

Coldwell Banker, Retired

Nancy March

Attorney at Law

Catherene "Renee" Morton

Homestyle Galleries

Gerald Radke

PXRE Group Ltd. Retired

Thomas Robertson

Presidio Group Wealth Management

Terrence "TR" Rudkin

Banner Health, Retired

JoAnn Sabbagh

Sabbagh Tax & Accounting, LLC

Terri Saint Pierre

Howmet Fastening Systems

Andrew Varecka

Raytheon, Engineering Fellow

Welcome NEW Board Members!

Debborrah Himsel

President of Himsel & Associates

Lance Jones

Entrepreneur

James Wezelman

Sage Tax Group, Retired

Special Celebrations of our Shared Impact

This year featured three unique, new celebrations of the good we do together! We had a blast as we highlighted local music and food in the here and now, honored the loyalty and generosity of our biggest fans, and fox-trotted back to our founding year.

Pairings: Music and Morsels

A new event for the Fox this year, brought the joys of music and food together. Curated and produced by the Fox in partnership with Tucson City of Gastronomy, Music & Morsels invited three pairs of chefs and songwriters to create original bites and songs to be enjoyed together by sponsors and guests.

Pictured on this page, Obadiah Hindman, Executive Chef at the Mountain Oyster Club, prepping his original tasty bites; guests proudly presenting their morsels; and songwriter Brian López performing his original song at the 2024 Pairings event. It was a fun challenge writing a song meant to pair with a tasty morsel, López said.

"Flawlessly executed!"



President's Dinner

The first annual President's Dinner was hosted by Board President Bruce Dusenberry and his wife Lynne Wood Dusenberry to honor our community of supporters and fans. Guests were treated to

a delicious dinner at the beautiful home (pictured right) of board member Paul Lindsey and his wife Kathy Alexander.

Fox donors and fans were honored for consecutive years of giving, their lifetime total giving, their legacy giving, and their dedicated attendance. The Super Fans pictured at right all attended 20+ Fox shows in 2024!





