

# HISTORIC IRONWOOD THEATRE

## Annual Report FY 2020-21




### From the President

As we emerge from the economic ravages brought about by the Covid19 pandemic we are happy to report we remain in a strong financial position. Our IRS Form 990, Data Arts Funders' Report, and recent budget reports show that HIT not only weathered the storm of the shut-down, we actually improved our financial position. Our significantly reduced production expenses due to fewer shows, combined with the continuing generosity of our supporters and great work by our grant team, resulted in the return of a large surplus into our coffers. This will allow us to continue our planned capital expenditures over the course of the next few years.

In January we unveiled our new movie screen, a project that was long-overdue. The new screen provides a much improved on-screen image and it is easier and safer for our volunteers to raise and lower. As reported last year, we presented a weekly Ten Minute Tuesday mini-concert on Facebook live which garnered large audiences and rave reviews. Although not the same as enjoying live music, the virtual concerts enabled us to both continue to advance our mission AND reconnect with many friends and supporters from outside our immediate area. Only 19 live events were presented last year. Highlights included:

- The Highwaymen Live
- Route 2 Elsewhere documentary
- TMT Live featuring local musicians who played in our weekly virtual shows
- Emberlight Festival's international film festival, Broadway show tunes, and opera
- Chamber Music in the Mezzanine (featuring the Garland City Chamber players)
- Native American singer and advocate, Kelly Jackson

Thank you all for your continuing generous support of our beloved HIT!

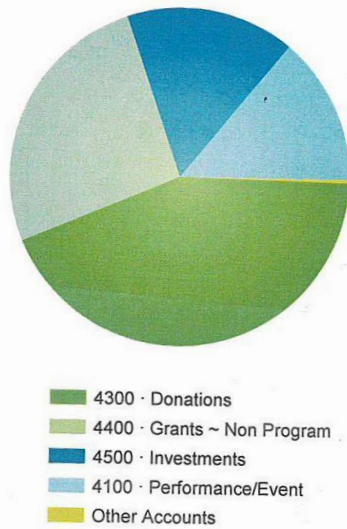
 **Zona Wick, Board President**



*The Highwaymen on the HIT stage  
Though our crowds were a little smaller than at pre-pandemic shows, it was wonderful to experience live music when we reopened. The Highwaymen Live paid tribute to Willie Nelson, Waylon Jennings, and Johnny Cash for an appreciative audience on September 18, 2021.*

## How Did We Do? A Quick Snapshot of our Finances during Fiscal Year 2020-2021

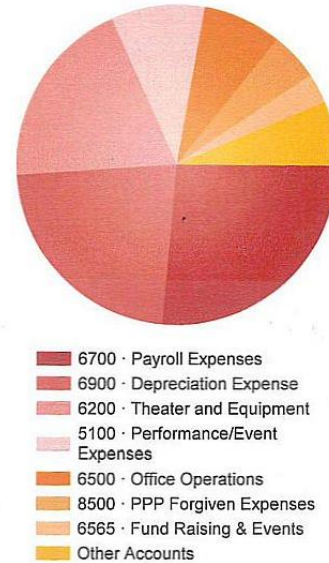
### Income Breakdown



**Total Income: \$247,414**

There were two big changes from last year's reported revenue: a significant reduction in Performance and Event Income and a large increase in Donation Income.

### Expense Breakdown



**Total Expenses: \$126,461**

The most significant change from our previous year's expenses was the large drop in Performance & Event Expenses, due to being closed for part of the fiscal year.

### 2020-2021 By the Numbers

19	Shows
1,513	Attendees (not including virtual)
38,822	Ten Minute Tuesday views
4	Rentals
57	Volunteers
2,065	Volunteered Hours
5,355	Web Visitors
7,563	Web sessions
16,797	Web page views
70,772	Facebook page views
7,537	Facebook Likes & Follows

### HIT's Winning Teams

Sincere thanks to all the volunteers who contribute to the success of: Grants; Programs; Finance; Show Tech; Building Maintenance; Fund Development; and Marketing. Whether you want to commit to being part of a committee, or just come in and help with the occasional project, if you'd like to join a winning team, we'd love to hear from you!



**Operation of the Historic Ironwood Theatre is supported in part by grants from the MCACA & the NEA.**

### Infrastructure Investment



Looking after a 92-year-old building requires constant vigilance, attention and investment. In recent years we've replaced our roof, heating system and sound system.

**Volunteers assemble the new movie screen**

Continuing our recent habit of tackling one major project per year, and supported in part by a Capital Improvement grant from MCACA, in January 2021 we installed a \$14,000 movie screen. Ongoing infrastructure improvements are only possible with your generous support

