



Nonprofit Charitable Organization 501(c)(3)
Founded August 24, 2010

Overview

Hollywood is down 30%; the Fox is down. The cinema is no longer the *only* place you can watch a movie. However, based on the movie release calendar, we're betting 2023 will be a good year. We've already experienced a couple of bad weekends, but we've had a couple of really good ones.

Movie entertainment needs a new draw. A new reason to leave home. We think it's community. People come together in face-to-face interactions. It's good food and drink. It's dynamic seating.

The Fox's vision is a second screening area in the back of 711 and the alley. Backyard style with professional audio and video (which we already own). Food and drink provided by local/regional vendors. Mom and dad are hanging with their peers in the back. Kids 3d printing and sculpting in VR in the front. Oh, and gaming. The kids love gaming. We're thinking of a "movie club" with a monthly or yearly fee.

What about "the big room (715 Main)?" We need help. It's cold in the winter and hot in the summer. Utility bills go up every year. It's dark on purpose, so hosting events is challenging. Fix HVAC, upgrade a few rows of seats, and we're doing good. Seek and out book traveling entertainment to pack the theatre with unique entertainment. Maybe change how we show movies; only book "the blockbusters." Upgrade stage lighting. Psssh ... now we're mainstream. Now we can compete. Now the building is a draw for artists seeking out unique venues.

How do we make money? The same way we always have. Here and there. Little by little. Managing our pennies. Event tickets. Movie tickets. Memberships. Donations. Consistent hard work by dedicated volunteers.



Theatre Walsenburg

Spanish Peaks Community Foundation Inc.

Nonprofit Charitable Organization 501(c)(3)

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Quick Facts

- Board of Directors
 - Sarah Jardis, Margo Boodakian, Susan Shoop, George Ksander
- the relationship between Fox and HC began in March of 2013
 - HC and Fox signed a 40-year operating agreement in 2017
- HC owns the buildings, Fox does not pay \$\$\$ rent
 - Rent is paid by hosting 200+ events a year
- HC and Fox split monthly utilities (water/electricity)
 - \$1000/mo on average
- HC and Fox maintain the building jointly
- Fox utilizes contractors (1099) to operate
 - \$150/week to clean
 - \$150/week to run the box office
 - \$150/week to program the movie/ads
 - Mike Peters (Exec. Director) is unpaid volunteer
- Fox owes (SBA Loan) roughly \$10,000 for outdoor movie setup (\$214/mo)
- Sustained by ticket sales

More than Movies

- Birthday Parties
- VR/Gaming Parties
- Event Space Rental
- Sound/Video Equipment Rental
- Marquee Rental



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2022 Concert Series

- **Artist Fees**
 - \$13,000 for nine bands
 - \$1000 for hotels
- **Equipment Purchase**
 - \$6,500 for speakers, \$3000 for lighting
- **Contractor Fees**
 - Sound & Production - \$450/event
 - Series Mgr, Booking, Craftivities - \$600/event

2023 Goals

- **711 Main Street**
 - New electric HVAC - \$10,000
 - Spray Foam Insulation - \$8,000
 - Security Cameras - \$5,000
- **715 Main Street**
 - Seat Upgrades
 - \$17,000 in personal donations
 - HVAC Upgrade
 - Unit on roof needs work, continually breaks down
 - New Roof w/ Insulation



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- Events
 - Outdoor Movies - Free
 - Once a month (4)
 - \$2500 for licensing and contractors
 - \$25/hr, 12 hours, per person
 - Comedy Series - Paid Tickets
 - Once a month (4)
 - \$500 for artists
 - \$100 for advertising
 - Big Band Concert - Paid Tickets
 - \$20,000-\$50,000 artist fee
 - \$6400 advertising budget
 - Concert Series - Free
 - Once a month (4)
 - \$5000 for artists and contractors
 - LAN/Gaming Events - Paid Tickets
 - Once a month (4)
 - Low budget unless we advertise
 - We own all the equipment
 - Always need more computers or consoles
 - Oculus Quest 2 (the baby sitter) - \$399 * 6 = \$2394

Closing thoughts ...

Our biggest challenge is advertising. It is expensive. A general guideline is to spend 12-20% of revenue on advertising. The direct challenge is our expected revenue is so low we often cannot afford the cost of advertising. Print in Pueblo or Springs is pricey. Radio is even more expensive. The cheapest is social media, but scrolling past ads is second nature. Young people are willing to pay for “ad-free” streaming services. Young people aren’t reading print or listening to the radio. Oldschool ways still work, flyers, posters, handbills, etc. but printing costs are rising, plus the time to distribute.