

ENGAGE ENLIGHTEN ENTERTAIN



RED RIVER
THEATRES

2014

ANNUAL

REPORT

REDRIVERTHEATRES.ORG

11 S. MAIN STREET, CONCORD, NH

NOW SHOWING

A MESSAGE FROM THE RED RIVER THEATRES TEAM

In 2014, Red River Theatres made some important changes to reflect the changing pace of our non-profit, to enhance our programming and to improve our overall operations. We started the year by taking several strategic steps to advance Red River Theatres' future success. First, we restructured our organization by consolidating our team. With a more compact and flexible team, we found efficiencies and new opportunities for growth, which will be evident throughout this Annual Report. Next, we spent time identifying areas in the theater, particularly in terms of the facilities, operations, and technology, which required updates and improvements. Upon identifying areas for improvement, we worked on establishing plans to address these needs and further our mission in 2015. As a result of our work, we continue to impact the New Hampshire cultural arts scene.

STRENGTHENING OUR PROGRAMMING

In 2014, Red River introduced new types of programming to our already renowned first run screenings, which enhances and strengthens our overall programming. One of our most popular new initiatives was the addition of QUOTE-A-LONG program to our already popular SING-A-LONG program. These events "struck a chord" in the community, as they are all about knowing the words and saying or singing them aloud for all to hear! Tickets include a set of props to bring the action off-screen into the cinema. By introducing new programs and enhancing others, Red River is engaging and entertaining audiences of all ages throughout our community.

GROWING OUR COMMUNITY IMPACT



Film is a great medium for the community to come together, learn more, and talk about big issues locally, nationally and worldwide. We partnered with over 50 New Hampshire non-profits to bring their missions to the big screen and to new audiences! We also continued to strengthen our programs for New Hampshire students with the BARDS ON THE BIG SCREEN SERIES, an initiative supported by Parker Education. This series brought eight of the best film adaptations of William Shakespeare's works to the big screen, to supplement and enhance student's understanding of Shakespeare's work and influence. This program reached over one thousand students and was provided at no cost to the school districts or taxpayers.

When patrons attend our first run films and community conversations, they support the community as well as Red River. In addition to the 60,000 tickets sold in 2014, Red River patrons made real economic impact on the downtown community by spending over \$1,000,000 locally beyond our ticket sales (Based on formula given in the New Hampshire's Creative Crossroads The Concord Creative Economy Plan).

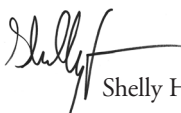
TAKING RED RIVER FROM EIGHT TO INFINITY

2015 is our eighth year operating our world-class and award-winning cinema, and we are excited to announce some big changes. Thanks to funding from GONE GIVING GRANT, Red River will unveil our new website designed by Pivot Creative Management in July 2015. This interactive design will allow patrons to find information simply and will celebrate the fun, sophisticated and truly independent spirit that makes Red River Theatres a community gathering place for all ages.

This year we will launch a new ticket and concessions platform, allowing us to enhance and improve the patron experience immensely. Finally, after working with our friends SMP Architecture, improvements to the Jaclyn Simchik Memorial Cinema (the Screening Room) are underway with a new design. Keep an eye out!

As we make important changes to operations and facilities, we want to acknowledge all the generosity of our community. In 2014, we saw our membership revenue increased by approximately \$30,000. We are working on new ways to engage members and donors. To that end, multi-year giving is also an important piece of our fundraising tools for our theater to be successful and to enhance that program we are unveiling the new Infinity Circle. More details to come soon!

Thanks to Red River supporters like YOU, we continue to make great strides towards our goals and our mission. It is through our donors, members and patrons that we can grow and thrive as a cultural arts cornerstone for central New Hampshire and the whole state. Every annual fund gift and membership, every movie and event ticket, even concessions and poster sales help us ensure a healthy, bright future for our cinema and the community, from eight years to infinity – and beyond!


Shelly Hudson, Executive Director


Lucy Karl, Chair, Board of Trustees

Thanks to Red River supporters like YOU, we continue to make great strides towards our goals and our mission.

OUR MISSION

To present film and the discussion of film as a way to entertain, broaden horizons and deepen appreciation of life for audiences of all ages.

MEMBERSHIP STILL **GROWING** IN 2014!

In May and June of 2014, we celebrated members with a hugely successful “Bee a Member” campaign, which brought in over \$30,600, including 104 new sign-ups at various levels of membership. As part of the campaign, we screened a newly restored presentation of *HAROLD AND MAUDE*, offering members free tickets, complete with silk daisy pins given as reminders of each of our member’s unique importance to our success. Our friends the Concord Coachmen Barbershoppers rescued our annual Fro Yo social from a rainy day disaster to a sunny indoor delight by serenading our members indoors as they created ice cream sundaes, topped with small sugar bees!



Membership is Sweet

Be part of the recipe. Become a member.



2011: 1088
2012: 1170
2013: 1234
2014: 1399

By the holidays, we had the biggest response to any campaign yet, Our Nov/Dec “Membership is Sweet” campaign thanks to the diligent efforts of membership coordinator Jemi Broussard. The highlight of the campaign was a special big screen presentation of *A CHRISTMAS CAROL* (1951), with free seating offer for members, and complete with

cookies modeled after the campaign’s graphic. Members in November and December alone bought and gave memberships as gifts, totaling over \$45,000!

We are thrilled that the year ended with the addition of a new perk of cooperative benefits for our members visiting other art house indie cinemas throughout the U.S. This is a program offered through the Arthouse Convergence, an organization focused on arthouse movie theaters across the country. You can find out more at our box office.

RED RIVER BY THE NUMBERS:



55,500
Tickets Sold



10,551
Buckets of Popcorn



5,745
Pints of Beer



3,723
Glasses of Wine



2,765
Packages of Candy

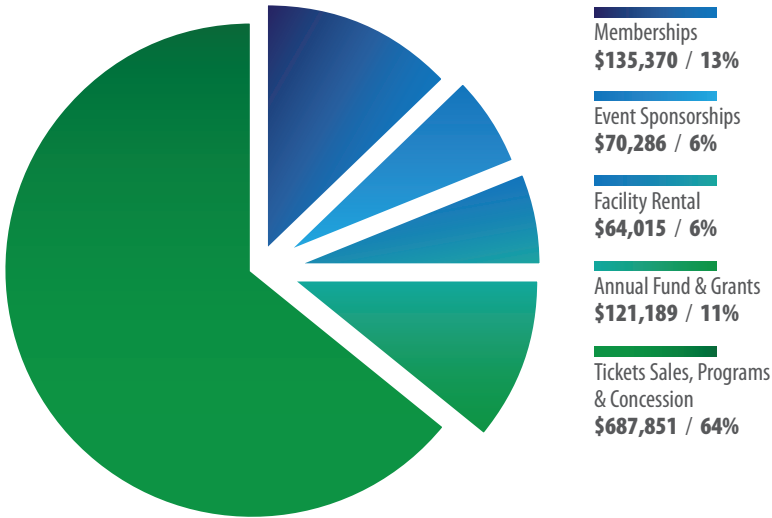


741
Donations to Annual Fund

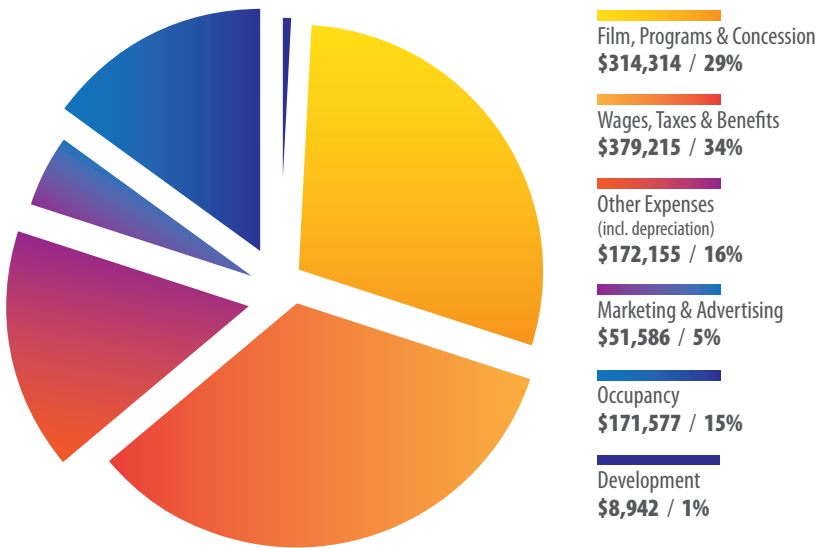
2014 AWARDS



OPERATING REVENUES / **1,078,711**



OPERATING EXPENSES / **1,097,789**



RED RIVER THEATRES TEAM

Shelly Hudson
Executive Director

Liz Durant
Business Manager

Angie Lane
Events and Marketing

Jeff Somerville
Operations Manager

Nathan Brune
House Manager

Jemi Broussard
Membership Coordinator

Barry Steelman
Programming Specialist

Katie A. Mosher
Administrative Support Specialist

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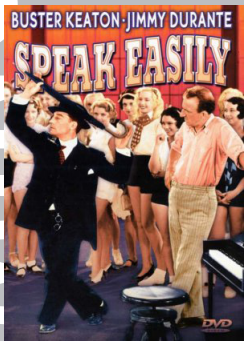
Michael Taylor
DYN

Shawn O'Conner
Stratus Prep


Cynthia King
Concord Hospital


WHAT PLAYED IN THE JACLYN SIMCHIK CINEMA IN 2014:


FEATURED PROGRAMMING





Beyond the diversified week-to-week film fare gracing the Jaclyn Simchik Cinema, various series and individual programming were also featured.


 In the winter, spring and fall months on Sundays at 4:00 pm, vintage mysteries, like *MURDER AT THE VANITIES*; comedies, like *RUGGLES OF RED GAP*; action-adventures, like *THE FLAME & THE ARROW*; and suspense thrillers, like *THE NARROW MARGIN*, were presented.

 More “great” older titles were showcased on Wednesdays at 8:00 pm during the summer months, such as *7 BRIDES FOR 7 BROTHERS* and *INTRUDER IN THE DUST*.

 The “Directors & Their Craft” series displayed the memorable works of Quentin Tarantino, John Hughes, Howard Hawks, Mel Brooks, Alfred Hitchcock, and Elia Kazan.

 “Creature Features” popped up appropriately in October, with films such as *BEAST FROM 20,000 FATHOMS*, *CREATURE FROM THE BLACK LAGOON* and *THEM!*

 Remembering those shining stars, Red River screened personal tribute films honoring stars Peter O’Toole, Lauren Bacall, Mickey Rooney and Robin Williams.

 A special tribute to actress Mary Pickford featured the showing of a recently discovered (in Nelson, NH) “lost” silent short, her feature film *SPARROWS*, and a live presentation by the author of a book about Miss Pickford.



RENTALS

Rentals of the unique Red River Theatres facilities supplement other sources of funding and in 2014 became an increasingly important part of Red River’s outreach to the community, including area businesses, other non-profits, and even local government.

Between our three spaces, all intimate, but also “small” (55 seats), “medium” (109 seats), and “large” (156 seats), there are options for local event planners for meetings, birthday or wedding parties, and receptions, as well as well-attended yearly film festivals, all of which add to our profile of diverse programming, and assist financially in keeping RRT financially sound.



MOVIE MAGIC EVENTS AT RED RIVER THEATRES:

We take our fun very seriously!



RRT Quote-A-Long – Knowing the Lines is the Name of the Game

At Red River Theatres' Movie Magic Quote-A-Longs, knowing the lines and saying them for all to hear is the name of the game! Spend the evening

with over 100 other film fans as they quote their way through some of Hollywood's most memorable movies! Tickets include a set of props to help move the action off-screen and make it come alive in the theater. Whether its foam swords and silly mustaches for *THE PRINCESS BRIDE*, or newspapers and loaded squirt guns for *THE ROCKY HORROR PICTURE SHOW*, each Quote-A-Long features something that makes for interactive fun!

RRT Sing-A-Long – Over 100 Strangers Singing Together in the Dark

Red River Theatres' Movie Magic Sing-A-Longs offer the best in movie musicals – and sometimes movies we just like to sing to – combining them with prop bags, live actors playing characters from the movie, and YOU! Don't know the words? We help you out with lyrics shown on screen and actors down front to keep the energy high and voices together. Whether you're given pom poms and nerd glasses with your ticket to *GREASE*, or glow stick "stars" and tissues for *LES MISERABLES*, each Sing-A-Long event is much more than a movie!



"Went to the sing-a-long with GREASE and they did it right from start to finish! What a 100% awesome fun time, from props, to photo booth, to performers! And of course memories of 1978! I still am in love with John Travolta. The staff was so nice, welcoming, and fun!!! So much organization and effort! They are the best."

– Anneliese Mueller Worster
August 2014

RRT FAN EVENT – Celebrating a Favorite with Other Fans



Fan Events are special gatherings that offer a first look, or deeper look, at your favorites! We open our largest cinema for special season sneak preview screenings of television's most watch-worthy shows – like *DOWNTON ABBEY* and *SHERLOCK* – or for celebrating notable film dates, like STAR WARS day (May 4) or International Monty Python Day (May 10). Dressing in costume is encouraged and rewarded. Giveaways or crafts may be featured, as well as themed food or drink. Be part of a gathering of like-minded insiders to celebrate your fictional favorites!

