

BRIDGE TO THE FUTURE

Sustaining Village Theatre

CAMPAIGN SUCCESSES AND PROGRESS REPORT

Bridge to the Future Donation Progress:

We are so excited to report that individual donations have passed the \$1 million mark. Adam, Derek, and the Development Team are continuing to make asks in our silent phase of this project. We are thrilled by the progress so far and we are on track to reach our \$3 million goal.

- We have a strong pipeline of additional donors for continued asks in the coming months.
- Foundation support asks have been made through the grant process and we should have news on that status by the end of our fiscal year.
- Overall giving to Village's Annual Fund remains strong and on target so these increased gifts are able to support closing our monetary gap.



We have reached 35% of our overall goal of \$3 million

UPDATES ON INTERNAL CHANGES AND UPGRADES

Audience Growth: While audiences have yet to fully return to the numbers we were seeing in 2019, we are seeing increased attendance across our productions:

- 2024-2025 subscriptions saw an increase of 15% overall.
- We have launched our 2025-2026 season and we are seeing great responses so far.
- Single tickets sales have surpassed goal for several productions putting this season's budget in a better position than past year.

Ticketing and Customer Support: We have installed and are now using a new customer relations management software, Spektrix. This new tool enhances the experience for our patrons through online access to their account and allows our staff increased reporting functionality and data.

Using Data to Make Decisions: Our work with TRG Arts has started with the 2025-2026 season renewals. Examinations of our price bands and outreach strategies for mainstage productions should result in positive changes for our patrons, artists, and our budget.

Additional Programming: We have announced our first ancillary program in Everett with the Santino Fontana concert in April. We will use the outcome of this event to determine future opportunities to expand our offerings.



Reaching new audiences and establishing new revenue streams takes time, but we are excited to be moving forward with transformative access for our patrons and using data to inform pricing, opportunities for more access to our artistic experiences.

Your gifts and the gifts provided by our supporters of this campaign are making these changes possible. Village Theatre is incredibly grateful for these gifts and we look forward to updating you again with more progress as the campaign continues.

**THANK YOU FOR YOUR SUPPORT OF VILLAGE THEATRE'S BRIDGE TO THE FUTURE CAMPAIGN.
FOR QUESTIONS, CONTACT US AT [GIVING@VILLAGETHEATRE.ORG](mailto:giving@villagetheatre.org)**