

STATE





Doug Levine

Executive Director

State Theatre of Ithaca, Inc.

Welcome to The State Theatre of Ithaca



The Theatre opened in 1928,
but the building dates back to 1915





NEW SEASON AND
MEMBERSHIP PROGRAM
ANNOUNCED
JUNE 30 TH

S

JUNE 19-20

RZP SPRING SHOWCASE
SAT 7:00 SUN 2:00

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A Very Brief History

- Opened December 6, 1928 as a vaudeville house
 - Paul Tremain and his Aristocrats of Modern Music
 - Show promised “20 Preppy, Snappy Entertainers”
 - Admission = 50 cents
- 1930’s/40’s – Primarily a cinema house
- 1950’s – Competition from TV & suburban sprawl
- 1976 – Balcony was walled off for 2nd Movie Screen
 - 1977 – The original “Star Wars” was screened here
- Late 80’s – The Wall was removed



- 1996 – Added to The National Register of Historic Places
- Named one of the 60 most significant architectural landmarks in NYS by the American Institute of Architects
- 1997 – Condemned by The City of Ithaca
- 1998 - Historic Ithaca purchased the building



- Spring 2009 – State Theatre of Ithaca, Inc. purchased the Building from Historic Ithaca

Our Mission:

To enhance the cultural life of Ithaca and the Finger Lakes by preserving, operating and promoting the historic State Theatre as an active venue for national, international and community performances and programming.



- Innovative Business Model
 - » Unique Partnership with Promoter “Dan Small Presents”
 - Exclusive Talent Buyer – presents at least 16 shows
 - STI does 12-13 Self-Presented shows/season
 - Community Rentals, Student shows, etc.
- \$1 million Operating Budget
 - » \$200,000/year through Fundraising & Development
 - » “Benefit My State” concert every spring
 - » Recently Received \$27,000 in support (for 2 years) from STPB’s Arts/Culture Organizational Development Program



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- Averaged 75-85 Events per Season our first 4 years.
 - It has increased to over 90 events this season
 - 20 – 30 “Headliner” Acts from DSP
 - “Family” STI Shows
 - “Classic/Community” STI shows
 - NEW - “Classic” films!
 - Comedians
 - Student Rentals
 - Private rentals
 - Community Partnerships – Ithaca Ballet, Running to Places, Ithaca Academy of Dance, etc.



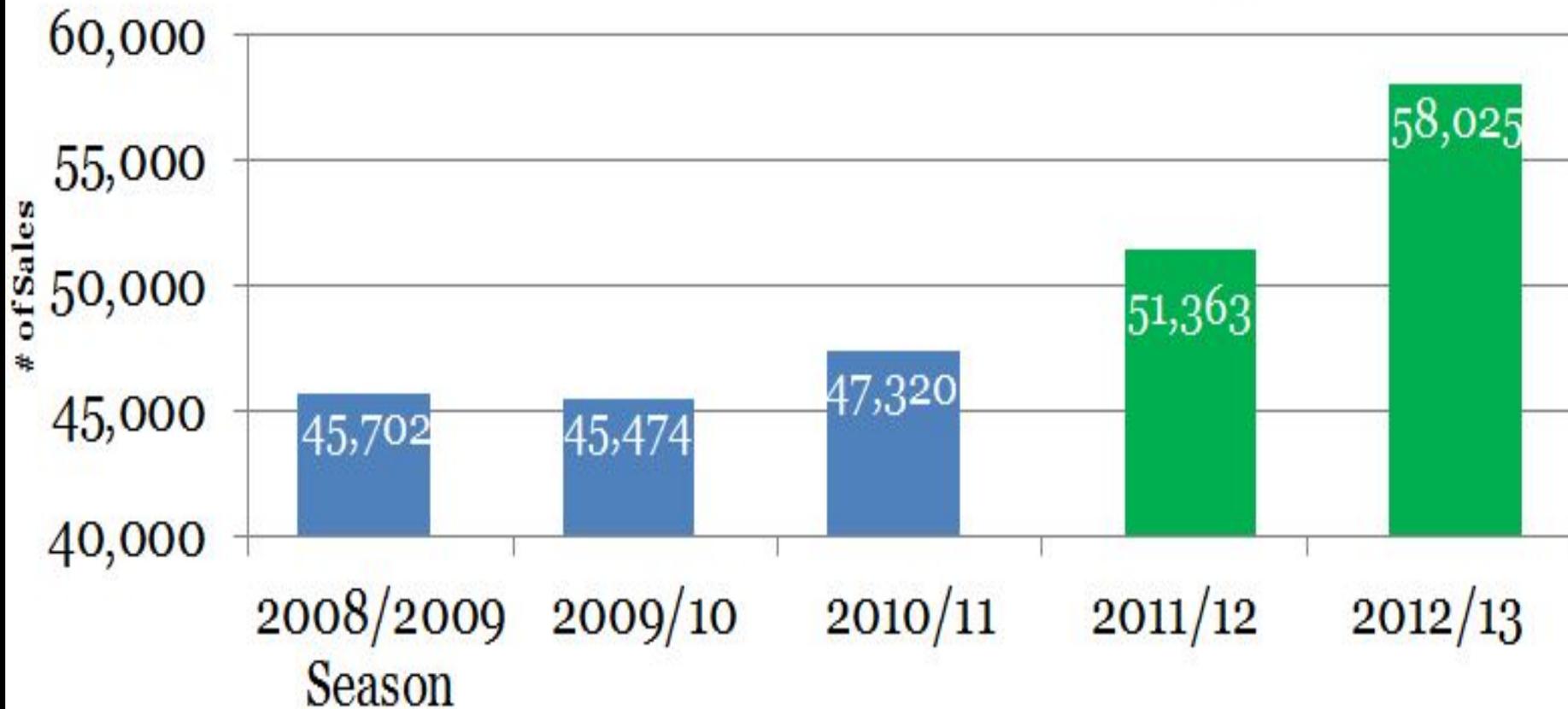
Attendance

- 2008/09 Season 45,702 total
- 2009/10 Season 45,474 total
- 2010/11 Season 47,320 total
- 2011/12 Season 51,363 total
- 2012/13 Season 58,025 total
- 58,016 for 2013/14 (still 6 weeks left in our season)
 - 34,886 from Tompkins County (60%), 23,130 (40%) Outside of Tompkins County

Ticket Sales at The State Theatre of Ithaca

■ Pre-Marketing Director

■ Post-Marketing Director



Visitors from beyond Tompkins County

- **2012/13 Season - 26,651 of our patrons (47%) came from outside Tompkins County.**
- **2011/12 season - 22,543 ticket buyers (44%) came from outside Tompkins County.**
- **We have seen this number increase each year since our 2008/09 season when just 29% of our patrons came from outside of Tompkins County.**

According to The Americans for the Arts 2014 Economic Calculator, The State Theatre currently generates over \$2.2 million in additional spending in Tompkins County.

Of the 58,016 for 2013/14 so far:

- 34,886 from Tompkins County (60%)
- 23,130 (40%) Outside of Tompkins County

Movies are back!

- November 30th – “Elf” and “Anchorman
- December – “It’s a Wonderful Life”
- January – “E.T.” – 350 people
- Feb. – Raiders of The Lost Ark – 740 people
- March – The Last Waltz – over 1300 people
- May – Rocky Horror Picture Show –
Over 500,000 grains of rice

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Next Classic Film - The Wizard
of Oz



Over \$300,000 invested since 2009

- **Digital Movie Projector**
- **\$92,000 Upgrade to the stage and fly-gallery**
- **A new hand-carved sign was installed above the Box Office.**
- **Box office reorganized/refreshed. Decorated with signed posters from past shows.**
- **installation of four satellite lighting stations have helped the theatre become significantly more energy efficient.**
- **The tiny light bulbs in the ceiling of the theatre have been repaired and replaced, so once again the “stars” can come out at night.**
- **A new handicap accessible drinking fountain was installed.**
- **Upgrades at Concessions**

- A significant portion of the damaged plaster that was highly visible throughout the interior of the theatre was carefully repaired and repainted, helping to bring the theatre back to what it looked like when it first opened in 1928.















- Current Project – Our “Skip to the Loo” Campaign
 - Need to raise over \$250,000 to renovate our main restrooms
- Other Large Projects –
 - Replace Emergency Exit Doors and Improve Lighting in the theatre
 - Longer Term – Refurbish Seating and create more seating for Aging Population
 - Air conditioning!!!

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Some past shows from this current season:



OUR 85th
Birthday
Party with
The
Temptatio
ns

GOLD

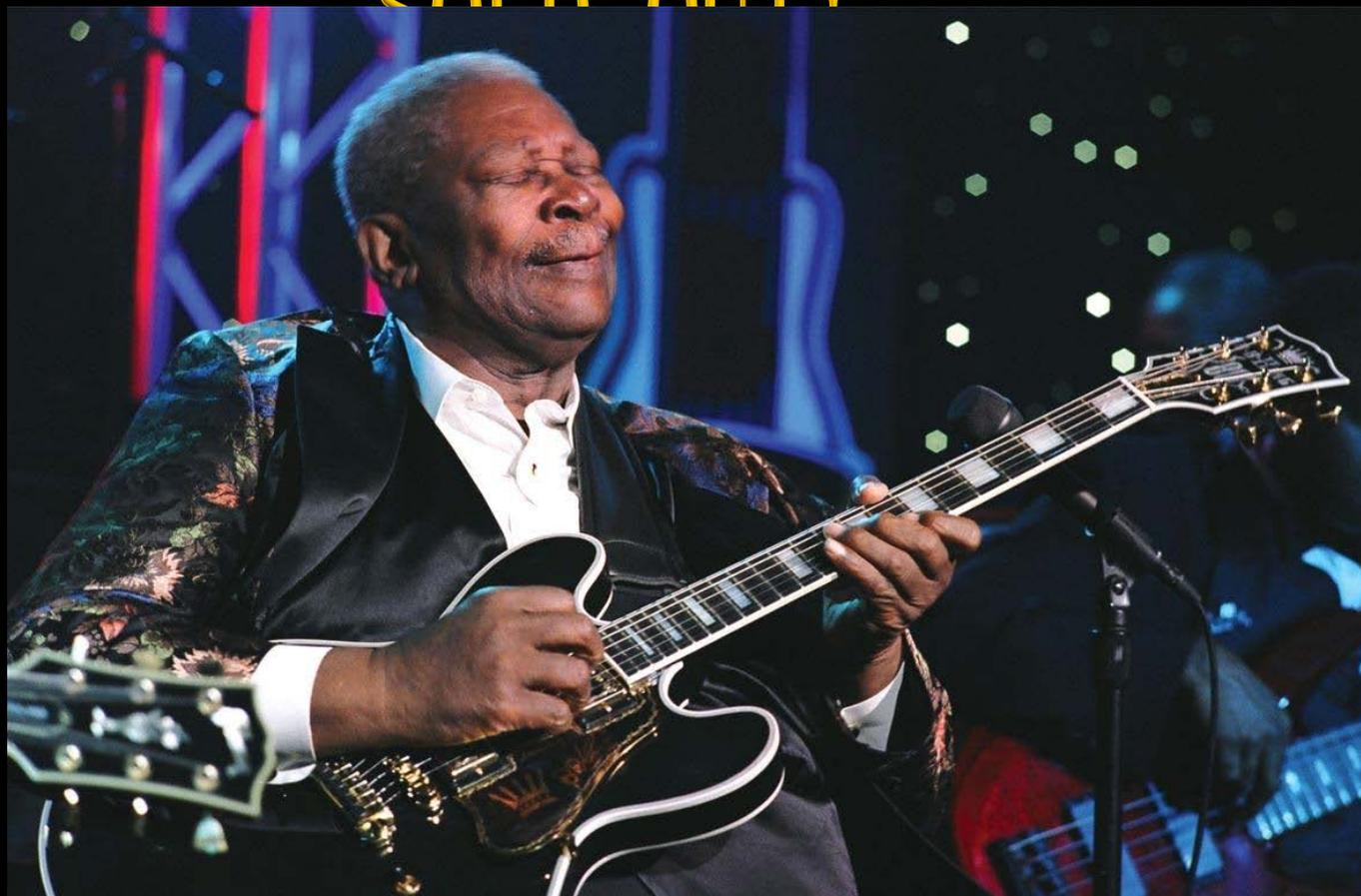
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Old Crow Medicine Show



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B. B. King -
SOLD OUT!



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Looking forward to next season:

Menopause The Musical - September
25 & 26

Kathleen Madigan - Sept. 27

An Evening with Lily Tomlin - Oct
10th

Electric Hot Tuna w Donna The
Buffalo - Dec. 5th

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Questions?

