

# THE FIREHOUSE THEATRE-JULY 2025 UPDATE





# MISSION, VISION, VALUES

## MISSION

THE FIREHOUSE THEATRE PRESENTS IMAGINATIVE LIVE PERFORMANCES AND TRAINING THROUGH ENGAGING ARTISTIC EXPRESSION.

## VISION

THE FIREHOUSE THEATRE IS AN ARTISTIC COMMUNITY AND CATALYST FOR GROWTH AND EDUCATION WHERE:  
GENERATIONS ARE INSPIRED  
SPIRITS ARE NOURISHED  
THOUGHTS ARE CHALLENGED.

## VALUES

IN ALL THAT WE DO, WE WILL BE:  
INSPIRATIONAL  
PASSIONATE  
INCLUSIVE  
COLLABORATIVE  
PROFESSIONAL  
FRIENDLY  
JOYOUS  
RESPECTFUL  
DIVERSE.

## EQUITY, DIVERSITY, INCLUSION STATEMENT

The Firehouse Theatre is committed to cultivating a **creative environment** that is **inclusive** of all peoples, honoring of cultures and communities, **diverse** across various layers of the organization, **equitable** in matters of policy and practice, **intentional and thoughtful** about building **cultural competence**, demonstrating our values through our actions and behaviors and **supportive of our local community**.

# STRATEGIC PLAN 2023-2025

*Currently being updated for 2026-2029*

## **Our Shared, Practical Vision includes:**

- **Being a Nationally Recognized Arts Hub Leader**
- **Formalized and Consistent Human Resource Practices**
- **A Flexible, Efficient, and Functional Facility**
- **Growth Oriented, Diversified, and Sustainable Revenues**
- **Expanded and Inclusive Programming**
- **Robust Education and Community Engagement**
- **Highly Engaged and Diverse Leadership**
- **Exceptional Volunteer Recruitment and Engagement**



# 2025 PROGRAMMING TO DATE



OVER 6,000  
TICKETS SOLD

# FIREHOUSE AUDIENCE INFORMATION

Locations	Attendees	% of Total
<b>United States</b>	<b>15409</b>	<b>88.50%</b>
<b>Texas</b>	<b>15162</b>	<b>87.08%</b>
Farmers Branch	3032	17.41%
Dallas	2828	16.24%
Carrollton	2321	13.33%
Plano	685	3.93%
Frisco	531	3.05%
Irving	524	3.01%
Coppell	396	2.27%
Flower Mound	334	1.92%
Lewisville	323	1.86%
Addison	312	1.79%
Fort Worth	297	1.71%
Richardson	253	1.45%
The Colony	238	1.37%
Garland	216	1.24%
Mesquite	214	1.23%
Mckinney	213	1.22%
North Richland Hills	192	1.10%
Arlington	190	1.09%
Denton	179	1.03%
Allen	116	0.67%
Other Texas Cities	1768	10.15%
<b>Other States</b>	<b>247</b>	<b>1.42%</b>
<b>Not Provided</b>	<b>2001</b>	<b>11.49%</b>
<b>Other Countries</b>	<b>2</b>	<b>0.01%</b>
<b>Grand Total</b>	<b>17412</b>	<b>100.00%</b>

The Firehouse Theatre programming provides a public benefit to area residents and businesses.

Our audiences come from a variety of socio-economic backgrounds in the Dallas-Ft Worth Metroplex. Zip-code Analysis Breakdown from Aug 2023- Sep 2024 shows:

- 78% came from within 30 miles of the theatre
  - 17% from Farmers Branch
  - 16% from Dallas
  - 13% from Carrollton
  - 11% from Plano, Frisco, Lewisville, Colony
  - 10% from Irving, Coppell, Addison, F Mound
  - 4% from Ft Worth, Arlington, Denton
- 10% came from other points in Texas
- Nearly 2% came from other states - California to Massachusetts and Minnesota to Florida



# UPCOMING 2025 PROGRAMMING



# FIREHOUSE ROI AND MARKETING REACH

**The Firehouse Theatre yields a positive return of over \$1.1 Million for Farmers Branch restaurants, hotels, & other businesses**

- Ticket buyers spend an average of \$31.47 per person, not including the price of their ticket\*
- Aug 2023-Sep 2024 – 18,000 audience members, injected an estimated **\$566,460** dollars into local restaurants, hotels, and other businesses.
- FHT programming supports over 200 jobs for local theatre artists and educators, resulting in around **\$534,000** in compensation.

\*Arts & Economic Prosperity IV report published by Americans for the Arts

**The Firehouse Theatre utilizes a variety of marketing platforms to promote our shows and activities in the City of Farmers Branch as a destination for special events and entertainment.**

## **Key Performance Indicators by Media Type**

Website Unique Page Views	80,000
Facebook Followers	10,000
Facebook Reach	243,500
Instagram Followers (6 months)	4,100
Instagram Reach	35,600
YouTube Views	10,000
MailChimp Recipients	8,000
MailChimp Open Rate	47.33%

# FIREHOUSE 2025 SPONSORS



**At Fault**



**FARMERS  
BRANCH**

**TA  
CA**



**TODD BONNEAU**  
HOMES  
CRATED FOR LIFE



**SoloShoe**  
COMMUNICATIONS, LLC



**METROCREST**  
CHAMBER OF COMMERCE  
ADDISON • CARROLLTON • FARMERS BRANCH

**Edward Jones®**

**Tyler E Brownlee, CRPC®**  
Financial Advisor



**ST★RWOOD CAFE**  
Breakfast - Lunch



**HAIR  
DIMENSIONS**





# RESTAURANT COLLABORATIONS



Specialty Drinks and  
Dinner and a Show partnerships with  
Red Stix, Locals Lounge, Radici, Roots,  
and Bankhead Brewpub

*Tito's Trail of Mustang Station*

Pick up booklet June 28<sup>th</sup>,  
from Treasure Studios, when complete  
return to Red Stix.

Dates June 28<sup>th</sup> till July 5<sup>th</sup>  
Once your entry is filled out according  
to the guidelines, please return it to  
staff at RED STIX. A participant will be  
selected and announced on  
social media on Monday, July 7<sup>th</sup>.  
Thank you for taking part.

Logos for The Firehouse Theatre, Red Stix, Locals Lounge, Señor Oink Taqueria Tropical, At Fault, and Bankhead Brewpub.

Participated in the  
Tito's Trail of Mustang Station  
with neighboring restaurants

# STATE OF THE PERFORMING ARTS-THE GOOD NEWS

**Generally, the state of the theatrical arts industry remains mixed, an overall “good news/bad news” summary as we continue to emerge post-pandemic. On the expense side, cost pressures continue to be driven by inflation, affecting everything from royalties to supplies and labor. On the revenue side, ticket prices remain limited to what the market will bear, as funding from grants/foundations slowly recovers from Covid-19 challenges.**

**“Broadway has first record-breaking Thanksgiving week in six years”** - week 28 of the 2024-2025 season was the highest-grossing and best-attended Thanksgiving week in recorded history. Gross revenue for the week ending Dec. 1 for 38 productions recorded a 33.4% jump from Thanksgiving week last year for 26 shows. These figures also mark the highest-grossing and best-attended week of the season. Capacity results were 87.1% full.

**Texas Commission on the Arts** - \$5.9M funding increase approved by Texas Legislature for Arts org grants – June 2025

**Coppell – Performing Arts Center** - Built in 2021 at a cost of \$24 million; managed by City of Coppell staff of 20 people-Expected 2024 revenue is \$655,800; 2025 proposed budget revenue is \$720,000. Most likely not at break even financially.

**Carrollton – Pocket Sandwich Theatre** - after over 30 years performing in a Lakewood location, the dinner theatre relocated in late 2022 to historic downtown Carrollton, supported by a \$110,000 façade grant from the City-2023 was a year where the audience became oriented to the new space, and 2024 has been a good year of growth.



# STATE OF THE PERFORMING ARTS-THE BAD NEWS

## REGIONALLY

**New York City** – Laurie Beechman Theatre-80 seat dinner theatre-closed Aug 2024

**San Francisco** – Cutting Ball Theatre-25 years old-closing Dec 2024

**San Francisco** – Aurora Theatre Company “suspended” shows for 25-26 calendar – May 2025

**Florida** – The Garden Theatre in Winter Garden-16 years old-closed Sept 2024

## LOCALLY

**Hurst** – Artisan Theatre Centre-22 years old-2 months past due on rent-closed March 2024

**KWC (Kids Who Care)** – 35 years old – used FWCAC space - closed Aug 2024

**WaterTower Theatre** – 40% cut in funding from Town of Addison (down to \$255k from \$425k)

**Bishop Arts Theatre** – lost NEA funding of \$15,000 - May 2025

**Teatro Dallas** – lost NEA funding- May 2025

**Kitchen Dog Theater** – lost NEA funding of \$20,000- May 2025

**Dallas Children’s Theater** – reduced 25-26 season and laid off staff to “address significantly enormous financial challenges of the current environment”- May 2025

**Theatre 3** – Dallas staple for 64 years; sent out urgent plea to supporters for \$200,000 to keep doors open – May 2025

# FARMERS BRANCH, THE FIREHOUSE THEATRE

## Farmers Branch – The Firehouse Theatre –

- For the period Aug 2023-Sep 2024, Firehouse has delivered audience growth of +7.1%, or 1,150 additional tickets sold; Revenue growth +5.4%, or +\$56,500. Total Revenue exceeded \$1 million, but the company continues to operate at a deficit since reopening post-pandemic, which increased during this period due to the loss of a \$35k City grant and increased expenses from a 2-year audit and inflation.
- While reserves continue to cover the deficit, they are declining, so we hired a fund-raising consultant in early 2025. We now have a Development Plan to increase funds from individual donors, corporate sponsors, grants, and foundations over the next 3 years. In April 2025, we received an Economic Development grant from Texas Commission on the Arts specifically for our production of *Rock of Ages* in August, acknowledging the theatre drives traffic and revenue to restaurants/businesses in Mustang Station. In May 2025, we were thrilled to receive a TACA Catalyst grant.
- As part of the City of FB 2025-26 Budget process, we submitted an Economic Development and Tourism Grant request to help us secure our 2026 season of 7 MainStage shows, 2 JR shows, and 5 weeks of Youth Education Summer Camps. This will allow us to continue serving over 15,000 patrons and creating over 200 jobs for local theatre artists and educators.
- We continue our search for additional space for expanded programming, youth education initiative, rehearsals, scene shop, storage, and offices.



# 2025 STAFF & BOARD OF DIRECTORS



**David Moore, MBA**  
Executive Director



**Owen Beans**  
Artistic Producer

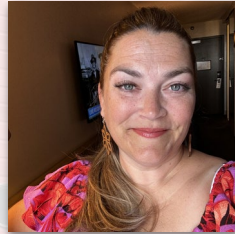


**Kristan Renshaw**

Operations & Admin. Manager



**Logan Uhtenwoldt**  
Head of Technical Theatre



**Joanna Chabot**  
Box Office & Volunteer Manager



**Dayna Rae Dutton**  
House Manager

## THANK YOU!

For you continued  
support as we  
"Keep the Spark Alive!"



**Tamara Cleghorn**  
Chair



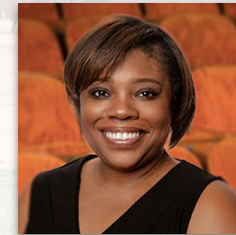
**Julie Bonneau**  
Vice Chair



**Keri Frazier**  
Treasurer



**Denise Johnson**  
Secretary



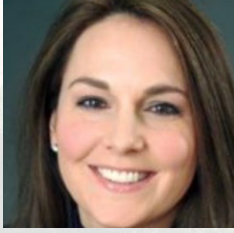
**Shannon Buckley**  
Immediate Past Chair



**Bridget Hopewell, MD**



**Linda Bambina**



**Serena Cole**



**Jason Davila**



**Ben Johnson**



**Heidi Jordan**



**Marilea W. Lewis**