



Spring 2026 Update  
*August 2025-April 2026*

# 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

## DIVERSITY, EQUITY, INCLUSION STATEMENT

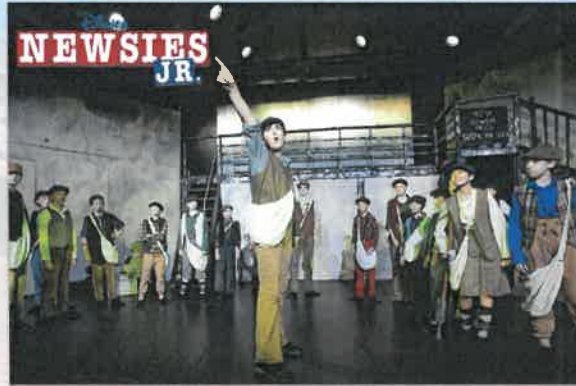
The Firehouse Theatre is committed to cultivating a **creative environment** that is **inclusive** of all peoples, honoring of cultures and communities, **diverse** across various layers of the organization, **equitable** in matters of policy and practice, **intentional and thoughtful** about building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

# 2028 STRATEGIC PLAN

## Shared Practical Vision:

- Being a Regionally Recognized Performing Arts Leader
- Maintain an Excellent, People-Oriented Culture
- A Flexible, Efficient, & Functional Facility
- Growth Oriented, Diversified, & Sustainable Revenues
- Impactful Education & Community Engagement
- Expanded & Inclusive Programming
- Highly Engaged & Diverse Leadership
- Exceptional Volunteer Recruitment & Engagement

# AUGUST 25 - APRIL 26 PROGRAMMING



OVER 11,000  
TICKETS SOLD!



# ADDITIONAL 25/26 PROGRAMMING



THE  
**FIREHOUSE**  
THEATRE  
PERFORMING  
ARTS SERIES

**beatlegras**

Nov 8 • 7:30 PM



TOTALLY MADE-UP  
MUSICAL

Nov 2 • 7:30 PM


**Tinsel & Tunes**

A Very Merry Night with  
**Bethany Lorentzen**




Dec 17 • 7:30 PM

In late 2025 we introduced additional programming on select “dark” evenings and have continued it into 2026, selling over 600 tickets. Many of these patrons have been first time visitors to the theatre and to Farmers Branch.



**BACH, BRAZIL,  
AND THE BEATLES**

Saturday, Feb 21 • 7:30 PM



*George Anderson, Christopher McGuire,  
and Michael Clement*



THE  
**FIREHOUSE**  
THEATRE  
PERFORMING  
ARTS SERIES

**MIXED NUTS**  
HOSTED BY  
TIM HETCHEMSID  
LOCALLY SOURCED  
CLEAN COMEDY

Apr 10 • 7:30 PM

**beatlegras**  
in concert

Apr 24 • 7:30 PM

**BROADWAY/ISH**  
A ONE-NIGHT-ONLY IMPROVISED MUSICAL

May 1 • 7:30 PM

SCAN HERE TO LEARN MORE ABOUT  
OUR PERFORMING ARTS SERIES!



# 2026 PROGRAMMING (upcoming)



acting **OUT**  
SUMMER CAMPS

JUNE/JULY

DREAMWORKS  
**SHREK**  
The  
MUSICAL

JUNE/JULY

**GREASE**

AUGUST

Disney  
**HIGH SCHOOL MUSICAL**  
JR

SEPTEMBER

**Sweeney Todd**  
The Demon Barber of Fleet Street

OCTOBER

STUDIO  
**54**  
2027 SEASON REVEAL GALA

NOVEMBER

Disney  
**FROZEN**  
THE BROADWAY MUSICAL

DECEMBER

# FIREHOUSE AUDIENCE INFORMATION

Attendee City of Residence	Attendees	Percentage of Total
Farmers Branch	2427	20.72%
Dallas	1777	15.17%
Carrollton	1633	13.94%
Plano	468	4.00%
Frisco	339	2.89%
Irving	327	2.79%
Lewisville	305	2.60%
Coppell	288	2.46%
Flower Mound	280	2.39%
Addison	226	1.93%
Fort Worth	192	1.64%
Richardson	176	1.50%
Garland	164	1.40%
McKinney	152	1.30%
Allen	138	1.18%
Mesquite	138	1.18%
Denton	129	1.10%
Rowlett	95	0.81%
Arlington	80	0.68%
The Colony	77	0.66%
Grapevine	73	0.62%
Other Texas Cities	1259	10.75%
Other States	132	1.13%
Not Provided	837	7.15%
<b>Total</b>	<b>11,712</b>	<b>100%</b>

The Firehouse Theatre programming provides a public benefit to the City of Farmers Branch residents and businesses.

Our audiences come from a variety of socio-economic backgrounds in the Dallas-Ft Worth Metroplex. Zip-code Analysis Breakdown from August 2025- April 2026 shows:

- Over 80% came from within 30 miles of the theatre
- The table shows the top 20 TX cities with Firehouse attendees:
  - 21% from Farmers Branch
  - 15% from Dallas
  - 14% from Carrollton
  - 19% from Plano, Frisco, Irving, Lewisville, Coppell, Flower Mound, and Addison
- 11% came from other points in Texas
- 1% came from other states - California to Massachusetts and Minnesota to Florida

# ECONOMIC ROI & MARKETING REACH

The Firehouse Theatre yields a positive return of over \$1 million for Farmers Branch restaurants, hotels, & other businesses

- Ticket buyers spend an average of \$38.46 per person, not including the price of their ticket\*
- August 2025-April 2026 (9 months)– 11,619 audience members, injected an estimated **\$446,866** into local restaurants, hotels, and other businesses.
- FHT programming supports over 200 jobs for local theatre artists and educators, resulting in around **\$554,000** 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 Users	45,500
Website Unique Page Views	112,198
Returning Users	9,189
Total Events on Website	325,617
Demo breakdown = 60% Female/40% Male	
Facebook Followers	10,331
Facebook Reach	790,729
Instagram Followers (6 months)	4,486
Instagram Reach (3 months)	174,849
YouTube Views	2,800
YouTube Impressions	25,800
MailChimp Recipients	12,243
MailChimp Open Rate	16%

# FIREHOUSE 2026 SPONSORS

TODD BONNEAU  
HOMES  
CRAFTED FOR LIFE



At Fault



Edward Jones

Tyler E Brownlee, CRPC®  
Financial Advisor



FIRST BAPTIST CHURCH  
FARMERS BRANCH

Branch Herald



TA  
CA



STARWOOD CAFE  
Breakfast - Lunch



METROCREST  
CHAMBER OF COMMERCE  
ADDISON • CARROLLTON • FARMERS BRANCH

HAIR  
DIMENSIONS



# RESTAURANT COLLABORATIONS

**THE FIREHOUSE THEATRE & RED STIX**  
**SIGNATURE COCKTAIL**

Now Playing at the  
**SPRINGTIME GIMLET**

Red Stix proudly presents a standing ovation worthy of a standing ovation inspired by the outrageous **The Producers**.

Starring: Vodka, Cucumbers, With a splash of mischief Broadway **SPARKLE**.

And when the curtain falls, the celebration continues just across the street at Red Stix for a delicious dinner after the show. Bold Appetizers, craft cocktails, and fun live music take their own spotlight.

Raise your glass. Cheers to the show! And let's toast to Springtime at Red Stix Street Food & Bar, 13050 Bee Street, Ste 100, Farmers Branch, TX 75046.

**THE PRODUCERS**  
BANKHEAD BREWPUB  
THE FIREHOUSE THEATRE

A full dinner at Bankhead Brewpub (appetizer, salads, entrées, sides, cheesecake) plus VIP seats to **The Producers!**

**DINNER AND A SHOW FOR TWO**

**RODGERS & HAMMERSTEIN'S Oklahoma!**  
**FIREHOUSE FEATURE**  
AVAILABLE FOR PURCHASE BY THE LOUNGE

**THE JOLLY RANCHER**  
TITO'S HAND MADE VODKA, WATERMELON SCHNAPPS, FRESH VICTOIR'S STRAWBERRY & LIME COLD PRESSED JUICE

**AFTERSHOW COCKTAILS**  
AT LOCALS LOUNGE & MUSTARD STATION

**ARLIN!**  
FUS PEAR, LIME TOP

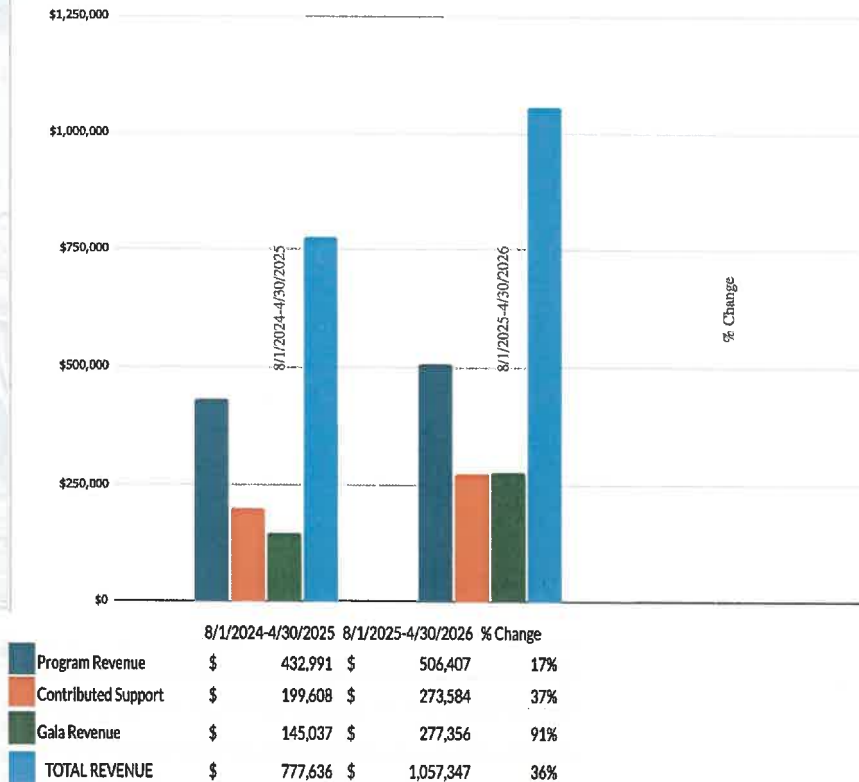
**SMOKIE OKIE**  
RUM, MEXICAL, SALAPENO'S, LIME JUICE, PEACH PUCKER!

**WALK ACROSS THE STREET**  
PROUD SPONSOR OF THE FIREHOUSE THEATRE  
**Locals Lounge**  
13050 BEE STREET #120 FARMERS BRANCH, TX  
WWW.LOCALSLOUNGE.COM

Specialty Drinks and "Dinner & a Show" Partnerships with Locals Lounge, Red Stix, and Bankhead Brewpub

# STATE OF THE THE FIREHOUSE

The Firehouse Theatre - Revenue Analysis  
9 months - 2025 vs 2026



## *Our Momentum Through 2025 and into 2026*

- 4 years after 15-month pandemic closure - fully recovered, strong attendance, sold out performances, waitlists
- Performing Arts Series highlights local artists - season ticket sales doubled from 2023-2025.
- Youth Education Initiatives growing - 50 young artists in productions - 5 weeks of actingOUT summer camps- \$10k+ need-based scholarships
- Building Long Term Strength - 100 % Board giving - \$60,000 raised in NTxGDay - professional development plan - full-time Director of Development - generous grants from Texas Commission on Arts, TACA, and City of Farmers Branch with multi-year support.
- Guided by 2028 Strategic Plan - deepening partnership with the City of Farmers Branch - located additional space for offices - future potential for rehearsals, storage, and expanded education programs.

# 2026 STAFF & BOARD OF DIRECTORS



**David Moore, MBA**  
Executive Director



**Owen Beans**  
Artistic Producer



**Meegan R. Honeyman**  
Development Director



**Deb Ward**  
Operations & Administration Director



**Logan Uhtenwooldt**  
Head of Technical



**Matthew Johnson**  
Patron Services Manager



**Tamara Cleghorn**  
Chair



**Keri Frazier, CPA**  
Vice Chair



**Ben Johnson, MBA**  
Treasurer



**Heidi J. Jordan**  
Secretary



**Linda Bambina**



**Shannon Buckley**  
Immediate Past Chair



**Serena Cole**



**Dr. Jason Davila**



**Dr. Bridget Hopewell**



**Marilea Lewis**