



2023-2024 IMPACT REPORT

OUR MISSION

The Embassy Theatre enriches the cultural life of the region by providing a wide range of arts and entertainment experiences in a historic venue.



We are proud the Embassy Theatre continues to be an iconic organization that provides diverse arts and culture opportunities in this region while contributing to the economic landscape of downtown Fort Wayne. We have had another year of growth and strategizing for the future.

We acquired Middle Waves in the summer of 2023. The Embassy wants to help the festival grow and become sustainable for a long future. Having an indie music festival in our region is important. It helps strengthen our music scene for this area's residents and helps us draw visitors from all over the country. We are carefully curating the lineup and family-friendly activities so that we build loyalty each year for this beloved event (which began in 2016) as well as increase attendance incrementally over time. We know we will draw a younger and newer audience to our patron base; expanding our reach is important to our mission. Also, we are proud to manage a destination music event of this caliber so our community can support it in our own backyard rather than driving elsewhere to see their favorite indie or pop rock band. We hosted the first festival under our leadership in June 2024, and it was a success! We surpassed our ticketing goal by 40%, and it laid groundwork for growth in year two.

Next, we continued our focus on Embassy Presents programming, as well over half of our shows were presented or co-presented with arts partners, allowing the organization to have a significant voice and financial stake in the programming we bring to this area. We also completed a building accessibility study, which lays the groundwork for allowing the Embassy to pursue the goal of becoming the most accessible historic theater over the next decade.

And, stay tuned to Broadway at the Embassy growth in the coming year! We have worked hard with our partner, Nederlander National Markets, to grow this thrilling experience for our passionate Broadway fans.

The Embassy cannot thrive without the support of its members, sponsors, donors, patrons and volunteers. Your generosity in all forms – word of mouth support, social media shares, donations, attendance at events and shows – allows us to focus on our goal to make this community a wonderful place in which to live and visit. Thank you for continuing to choose us as a favorite destination in northeast Indiana.



Kelly Updike
President & CEO



EMBASSY THEATRE 2024-2025 STAFF

President & CEO

Kelly Updike

Chief Operating Officer

Mary Jo Hardiman

Chief Programming Officer

Janet MacKay-Galbraith

Chief Marketing Officer

Carly Myers

Chief Philanthropy Officer

Katie Price

Chief Production Officer

David Glowacki

Chief Financial Officer

Ryan Bergdoll

Facilities Director

Denny Nusbaum

Special Events Director

Brittneay King

Technical Director

Ben Roney

House Services Director

Samantha Strickland

Finance Director

Molly Miller

Box Office Manager

Kevin Boughton

Marketing Manager

Karisa Harris

Programming Manager

Bella Hadley

Events Manager

Patrick Higgs

Box Office Assistant Manager

Mark McKinney

Graphic Designer

Miguel Drewery

House Services Coordinator

Jordan Wilds

Audiences Unlimited Coordinator

Anne Lewellen

Production Specialist

Olivia Gwise

Special Projects Assistant to the CEO

Kathy Marburger

Financials

REVENUE

2024

Support and endowment revenue:

Contributions and grants	\$437,651
Contributed nonfinancial assets	\$61,396
Government grants	\$260,000
Special events	\$732,344
Memberships	\$87,745
Sponsorships	\$52,850
Investment return, net	\$392,222
Loss on disposal of propoerty and equipment	-
Total support and endowment revenue	\$2,024,208

Earned revenue:

Ticketing revenue	\$1,670,614
Rental income	\$296,183
Service fees	\$207,718
Concessions and merchandise	\$527,903
Marketing	\$7,500
Total earned revenue	\$2,709,918

TOTAL REVENUE

\$4,734,126

EXPENSES

2024

Program	\$4,584,776
Management and general	\$666,762
Fundraising	\$295,183

TOTAL EXPENSES

\$5,546,721

Change in Assets

\$(812,595)

Net assets - beginning of the year

\$17,729,356

Net assets - end of year

\$16,916,761

Cleaning

Blue Jacket

House Services Coordinators

Denny Benson
Mary Carney
Jaymee Gallagher
Aliyah Gordy
Donna Masterson

Production Technicians

Michael Gregson
Sarah Senseny

Bartenders

Carla Glasper
Graham Hayden
Stephanie Kellogg
Macyra Koble
Julie Lukemire
Dan Mauzy
Andrea Melchi
Danielle Rosas
Shane Smith
Lucy Swartz
Emily Uphoff
Lacey Weichselfelder
Kelli Westerman

Board Members 2024-25

Walter Thomas Smith, chair
Christopher Nusbaum, vice chair
Rachel Osting, secretary
Jeff Woenker, treasurer
Allison Acosta-Smith
Mike Bynum
Emily Darrah
Lisa Givan
Beth McAvoy
Brian Miller
Thao Nguyen
Laura Olivero
Jolynn Suko
Melissa Terhune
Jermaine Thomas
Susan Wesner



2023-2024 Embassy Programming

56

EMBASSY PRESENTED EVENTS

Festival of Trees, Down the Line, Marquee Gala, Summer Nights, organ shows and other Embassy presented and co-presented shows

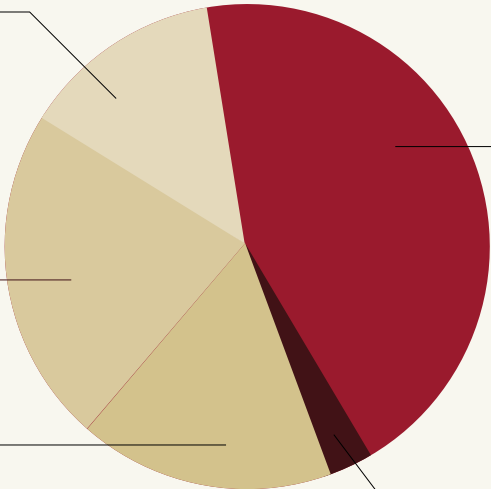
38

STAGE RENTALS

42

SPECIAL EVENTS

Weddings, corporate rentals, fundraisers and more



109

EDUCATION EVENTS

Learn It Live, Broadway Buzz, SCORE!, study trips and other programs that are designed to meet organizational education goals

9

BROADWAY PROGRAMMING

Using the strategic plan as our guide, we accomplished a lot this year!

Embassy goals, mission and planning are always driven with diversity, equity and inclusion in mind. We also offer lower ticketing prices at some Embassy Presents shows or events to offer pricing accessibility or our community. The Embassy works hard to be a gathering place for ALL.

Key Program Highlights

Middle Waves acquired & presented

- Surpassed ticketing goal by 40%
- 75% of ticket buyers were ages 18-44 years old, a demographic we are trying to reach more frequently

Festival of Trees

- Attendance was 25,106, 11% higher than the organization’s record set in 2019!

Broadway at the Embassy series

- Solidifying plans to co-present with Nederlander National Markets
- New Balcony Club package offers financially accessibility to more patrons
- Enhanced student rush tickets

Initiated programming advisory task force to broaden reach

Completed building accessibility study

- Goal to make the facility more accessible over the next decade

Powerful Collaborations

Local partnerships continue:

- Fort Wayne Youtheatre
- Fort Wayne Dance Collective
- Fort Wayne Civic Theatre

- Honeywell Arts & Entertainment
- Music Lovers Lounge
- Project Ballet
- Concordia High School

- Strong presence at Be A Tourist In Your Own Hometown
- Sponsor at Fort Wayne Pride Fest
- PBS TV39 filmed at Middle Waves for a new 2025 music program

Education Outreach

- Served 10,534 through Embassy educational programs
- 3 Learn It Live free educational shows for schoolchildren
- Hosted Broadway Buzz prior to Broadway shows
- Artist’s Chat with Marquee Gala headliner offered to high school and college students
- 20 Study Trips and 17 historic tours
- Summer camp partnership with Fort Wayne Youtheatre for grades 2-5
- SCORE! summer devised theater camp for middle-school students
- Master classes with Fort Wayne Dance Collective as part of Ailey II performance



Volunteerism

As a non-profit organization, the Embassy is privileged to have an incredible team of volunteers who help with a variety of tasks and roles that create a rich patron experience. This includes tasks such as ticket scanning, ushering, helping with school field trips, serving on the board of directors and more.

Between September 1, 2023, and August 31, 2024, Embassy volunteers provided a remarkable 5,094 hours of service. This is in addition to the valuable time contributed by the dedicated board members and organ crew. Also, 49 volunteers celebrated milestone anniversaries, ranging from 5 to 50 years.



Streetscape Windows Campaign

In the 2023-2024 fiscal year, we embarked on the second phase of the windows restoration project. Phase one was completed the previous fiscal year and consisted of replacing 318 residential grade windows on floors two through seven that were installed in the 1980s. Phase two focused on the first-floor windows that were original to the building from 1928. The project took place from spring to fall 2024 with a total investment of \$470,000.

The captivating streetscape windows were made using period materials, craftsmanship and restored copper trim. The leaded glass was restored offsite and reinstalled. The single pane picture windows were replaced with double pane glass. All window structures and framing were inspected and reinforced with watertight sealing so the historic venue can be enjoyed for generations to come.

Thank you to all who donated to this project. Your support and investment in this organization helps the Embassy fulfill its mission of providing rich cultural programming in a beautifully maintained historic venue.



Digital Marketing Stats*



FACEBOOK

Followers

39k

Reach

1.2M



INSTAGRAM

Followers

7k

Reach

39.5k



MAIL CHIMP

Current subscribers

71k



WEBSITE

Active users

211k

*Stats are rounded



