

Center of Art and Heritage



WILLCOX
THEATER
AND ARTS



"Thank you so much, this was a wonderful experience for Anna Mae. A real piece of Americana in a wonderful small-town setting. Many thanks!"

"What a great date night we had - dinner, and a walk down the street to see a movie. It can't get any better than that!"

WILLCOX THEATER AND ARTS



THE CENTER OF WILLCOX



Willcox Theater and Arts, Inc. is a 501(c)(3) non-profit organization dedicated to providing entertainment, education, and cultural programs and activities for all ages in Northern Cochise County.

Willcox Historic Theater, The Palace, and Studio 128 are a unique venue for art and heritage in the center of the Railroad Avenue Historic District in downtown Willcox.

Willcox Theater and Arts has been a successful component and catalyst of downtown Willcox's ongoing revitalization, serving as both an economic engine and a cultural powerhouse.

Willcox Theater and Arts came into being in 2012 as the result of a community-wide effort to save its historic theater as a community arts and entertainment hub.

We provide **EXPERIENCES** ranging from musical performances to cinema to festivals to history talks; there are opportunities to **TAKE PART** that range from jam sessions, open-mic nights, exhibits and theatrical productions to Makerspace projects that combine creative arts and digital technology; and every age can **LEARN AND CREATE** year-round in a wide variety of workshops, demonstrations, classes, and summer camps.

Today's Willcox Theater and Arts is much more than we imagined years ago: a gathering place for everyone in the community, a venue for artistic expression and participation of all kinds, and an ongoing vehicle to honor over 150 years of heritage of the Sulphur Springs Valley.

The Center of Art and Heritage will occupy a central place in building a sustainable future for arts and heritage in Willcox. The Theater is all of those things and more, and we thank you for helping us get here.



We survived. Let me shout that to the roof tops - **WE SURVIVED!** Movie theaters were specifically targeted during the pandemic and our income went to zero dollars. But here we are today, moved away from survival planning into planning for our future again.

Creative conversations once again are normal as Willcox Theater and Arts presents live concerts, open mic nights, paint nights, and all kinds of activities for children. Plus, we are once again in the movie business.

Our last normal year was 2019, but here we are in 2022 and the future looks bright. Our complex is expanding, the Heritage Courtyard is the newest improvement, and our new Center of Art and Heritage is coming to fruition

I invite you to stay tuned, but even better, I invite you to get engaged with our programming, movies, concerts and expansion plans. This theater is here because 10 years ago, this community wanted it to be here.

And all I can say is ... **Look At Us Now!**

Mission

Providing entertainment, education, and cultural programs and activities for all ages

Vision

To be a model for arts, learning, and cultural heritage in rural America

Values

Strive to provide quality and diverse programs and opportunities

Be open, honest and accountable in all our endeavors

Collaborate with others

Foster and embrace innovation

LOOKING BACK

The Willcox Theater was opened in 1937, during the depths of the Depression, as the first purpose-built theater in Willcox,

Over the years, the Theater served as an escape during the Depression, sold Liberty Bonds in World War II, screened the films of Hollywood's Golden Age through the 1950's and 60's, and by the late 1980's was showing its age and remodeled into today's two-screen movie house.

By 2011, the Theater was in serious disrepair, facing a huge investment to convert to the digital projection equipment required by the motion picture industry, and was shuttered again.

Willcox Theater and Arts was formed in 2012 to save the theater. Operation was restarted in early 2013 and significant restoration completed in 2015, recreating the Southwestern Art Deco exterior and a period interior, and installing state-of-the-art digital projection equipment

In 2017, the decrepit adjacent 1914 era building was restored as Studio 128, and in 2020 the 1909 era Palace was restored and opened as a black box theater and art studio.

With these three sites, Willcox Theater and Arts preserves history and heritage, standing proudly as a thriving arts, heritage, education and entertainment venue.

Now under the guidance of a strong board of directors led by Willcox native Eddie Browning, it provides Northern Cochise County nearly a century of cultural history, and offers a range of high-quality films, performing arts, arts education, and broad cultural opportunities that reflect the diverse and vibrant community we serve.



HISTORIC THEATER



STUDIO 128



THE PALACE



LOOKING FORWARD

While thousands of small towns around the country lost their theaters in just the last decade – their history paved over and their potential lost forever – Willcox Theater and Arts survived with the tenacious support of the community.

With the help of our supporters, partners, and the community at large, WTA now has the opportunity with the Center of Art and Heritage, to sustain the arts, culture, and heritage for future generations.

One of Willcox Theater and Arts' greatest strengths is the diversity of arts, cultural, and heritage programming it offers and the wide range of its audience demographic profile.

We program everything from live performances to youth summer camps to first-run films to arts workshops, heritage festivals, and original video production to capture and celebrate local heritage and arts. Our audience ranges from toddlers to teenagers to senior citizens.

Willcox Theater and Arts has an annual operating budget over one-half million dollars, with a balanced mix of contributed and earned revenues.

A successful capital campaign with funds raised from the community will provide security for the existing historic structures, add historically compatible square footage to expand all programming and especially celebrate local heritage, and as designed will dramatically improve the patron experience.

CENTER OF ART AND HERITAGE PROJECT

Bringing history, heritage, and arts together in the Railroad Avenue Historic District

Multi-Media Theater

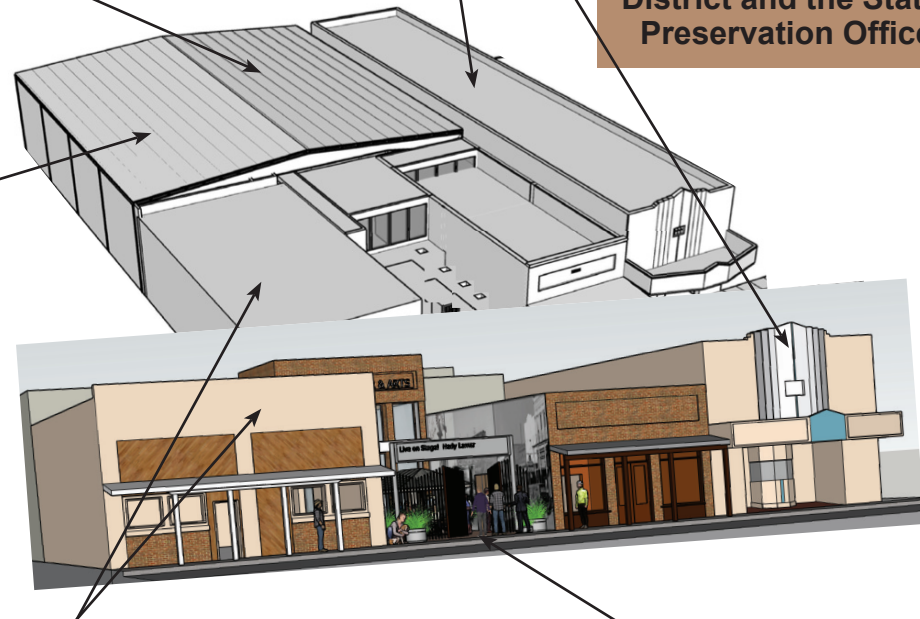
The Multi-Media Theater will premiere 'Under the Hat' videos, and present to the community world-class live music and stage performances, films, lectures, and local history and community events.

1937 Art Deco Historic Theater

Art Deco appeal, up-to-date technology, and small-town friendliness welcome you to the movies

The National Endowment for the Arts awarded WTA a grant to create the design of the Center of Art and Heritage.

From concept through final construction drawings, the design is compliant with the Railroad Avenue Historic District and the State Historic Preservation Office review.



Creative Studios

Workshops and Creative Studios provide dedicated spaces for WTA to create 'Under the Hat' productions and offer a spectrum of learning workshops—visual, video, audio, music, photography, and digital art – including STEAM activities (Science, Technology, Engineering, Art, and Math).

Ranching and Western Heritage

The Heritage Experience will celebrate and share ranching heritage as an unbroken bridge between past, present, and future, with 'Under the Hat' videos and innovative Virtual Reality immersive experiences that allow anyone, for a brief and unforgettable moment, to be "on the ranch" with the cowboys.

Heritage Courtyard

Welcomes you to the Center with heritage displays and murals throughout an outdoor, accessible green space.

PROJECT GOAL (BUDGET)		COMPLETED
\$185,000	SITE ACQUISITION	✓
\$250,000	ARCHITECTURAL AND PREP	✓
\$1,722,000	NEW CONSTRUCTION	
\$101,000	EQUIPMENT & FURNITURE	
\$143,000	REFURBISH EXISTING	
\$126,000	QUALITY CONTROL	
\$2,092,000	CAMPAIGN & RESERVE BUDGET	

WTA's current three existing historic structures will combine with new infill construction to create a 15,000 square foot Center of Art and Heritage campus.

Our Center will truly celebrate the heritage and rural lifestyle of the Sulphur Springs Valley, bringing enhanced opportunities for creativity, arts, entertainment and serve as a catalyst for economic development.

The Heritage Experience will tell the ranching and cowboy story of past and present through creative and innovative digital technologies, including Virtual Reality. While few are privileged to lead this life, many more will be able to learn about and appreciate it. "Between Horse and Hat" is the initial short film for the Heritage Experience, shot at area ranches by local videographers and produced in WTA's own Studio 128.



ECONOMIC DEVELOPMENT

Drawing both tourists and residents to its unique offerings, the Center provides jobs and promotes economic activity, providing a unique opportunity to show how a rural community can move forward in today's world and provide a hopeful future for future generations while keeping the heritage that built our foundation.

BY THE NUMBERS....

<p>8 GUEST ARTISTS EACH SEASON</p>	<p>17 YOUTH SUMMER CAMPS</p>	<p>58 ARTS WORKSHOPS</p>	<p>4 SPECIALTY FILM SERIES</p>
<p>3 HISTORIC BUILDINGS</p>	<p>41 COMMUNITY PROGRAMS</p>	<p>3 ANNUAL FESTIVALS</p>	<p>1ST-RUN MOVIES YEAR-ROUND</p>

THE REASONS TO SUPPORT THIS EFFORT ARE MANY:

Downtown Revitalization Anchoring the center of the Railroad Avenue Historic District, Willcox Theater and Arts is a driving force behind the revitalization of downtown Willcox. The Center of Art and Heritage will continue to extend and expand downtown development, benefiting residents and visitors alike.

Economic Impact WTA is a major driver that keeps our own community alive and thriving. Movies, shows, arts workshops, and festivals attract people from throughout Southern Arizona, and contribute to the quality of life that families and businesses look for.

Historic Preservation The Palace, Studio 128, and the Historic Theater are all landmark historic buildings. This 1937 Southwestern Art Deco Theater is the only remaining historic theater in Cochise County, an iconic historic treasure worth protecting for present and future generations.

Community Engagement WTA is a hub for community activity, ranging from history talks to schools, from oral histories to youth STEM programs. Every facet of heritage, culture, and creativity finds outlets and support, and the Center of Art and Heritage will expand its preservation, sharing, and celebration of the rural and ranching roots of the area reaching back 150 years.

Cultural Heritage With a rich rural and ranching heritage reaching back over 150 years, the Center will celebrate, share, and educate, bringing people together downtown.

Arts & Culture The Center will nurture the arts and creativity for children and adults in the region, providing space and facilities for residents to participate in and celebrate the arts, creativity, and local heritage.

GIVING LEVEL	IN MONTHLY GIFTS
\$1,000	\$83
\$2,500	\$208
\$5,000	\$417
\$10,000	\$833
\$15,000	\$1,250
\$25,000	\$2,083

GIVING LEVEL	IN THREE ANNUAL GIFTS
\$250,000	\$83,333
\$150,000	\$50,000
\$100,000	\$33,333
\$50,000	\$16,667

GIFTS OF ANY AMOUNT ARE APPRECIATED

All gifts will be memorialized on a donor wall located in the Center of Art and Heritage.

Gifts may be made as a single sum or spread out over monthly contributions

Contact willcoxtheater@gmail.com or call 520-766-3335 to make arrangements

Willcox Theater and Arts, Inc. is a non-profit Arizona 501 (c)(3) Corporation and contributions are eligible for tax deductibility, according to your personal tax situation.

NAMING OPPORTUNITY GIFT LEVELS

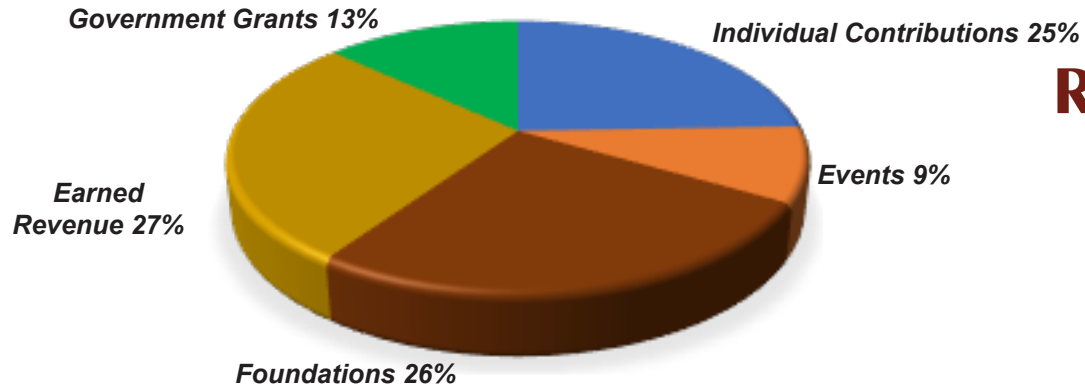
Naming opportunities will be based on final design specifics. Selections may include: Western Heritage Center, Multi-Media Theater, Creative Studios, Exhibit Hall, STEM Center, Virtual Reality Hall, Lobby, or other options.

CAPITAL CAMPAIGN DONORS

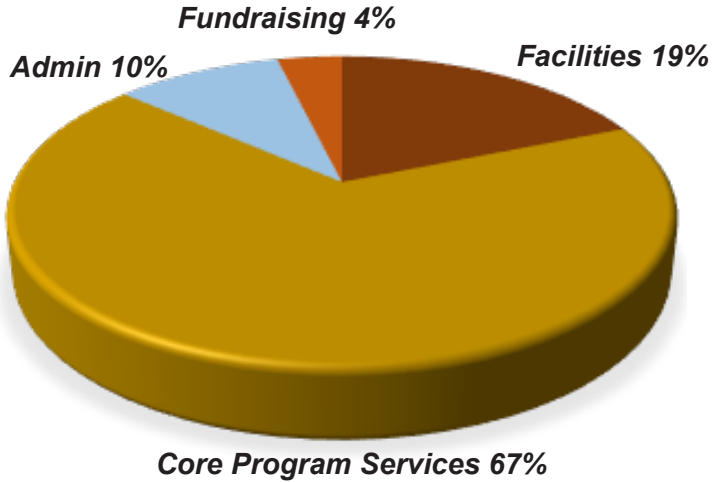
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|------------------------------|-----------------------------------|---------------------------------|
| AARP | Cienega Ranch | Cheryl Moss |
| Calvin & Susan Allred | William M. Cowan | O Bar O Ranch Holdings, LLC |
| Justin and Jocelyn Allred | John Cropper | John Oberreuter |
| Anonymous | Casey Dennis | Betty Peterson |
| Apple Annie's Orchard | Linda Drew | Premier Alliances |
| Arizona Community Foundation | Empire Southwest | Paul Sheats |
| Arizona Complete Health | GNS Heating & Cooling | Sulphur Springs Valley Electric |
| Bear's Vintage Thrift | In Memory of Ernest Browning | Cooperative, Inc |
| Ron Berry | IronCity Polaris | Joel Todd |
| Bootheel Foundation | Dorothy Laage | Cindy Traylor |
| Bowie Pecan, Inc | Jackie Lee | USDA Rural Development |
| Cattle Rest Saloon | Legacy Foundation of Southeast AZ | Valley Telecom Group |

FISCAL YEAR 2022

REVENUE



EXPENSES



BOARD OF DIRECTORS

- Eddie Browning, President
- Joel Todd, Vice President
- Jocelyn Allred, Secretary
- Cheryl Childers, Treasurer
- Ron Berry
- Carolyn (Casey) Dennis
- Patina Thompson

STAFF

- Gayle Berry, Executive Director
- Gary Clement, Director of Operations
- Scott Raffles, Office & Accounts Manager
- Taylor Beldon, Events Coordinator
- Josh Allred, Senior Graphic Designer
- Brittany Adams, Visual Artist
- MacKenzie Garay, Theater Supervisor





Center of Art and Heritage

When you visit Willcox Theater and Arts, you enter another world.

A world of music or drama, of art or comedy, of rehearsals and creativity. What you create or experience or participate in stays with you, even as you return to the bright lights of the reality you left behind for such a short time. And everyone around you shared with you that special experience in that special place – Willcox Theater and Arts.

Our Center of Art and Heritage is another of these special places, with unique and treasured opportunities to celebrate heritage with friends, family, residents and visitors to the community.

With this Center, the Theater will always be a special place - taking everyone who enters to other worlds – worlds of heritage and creativity, of laughter and learning, of inspiration and understanding - again and again.

willcoxtheater@gmail.com

P.O. Box 217

Willcox, AZ 85644

520-766-3335

Willcoxtheater.com

[@willcoxtheaterandarts](https://www.instagram.com/willcoxtheaterandarts)



WILLCOX
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Willcox Theater and Arts
is an Equal Opportunity
Provider

Tax ID 45-5329399