



WILLCOX THEATER AND ARTS

2025 FISCAL YEAR

ANNUAL REPORT





OPENING MESSAGE

I love it when a plan comes together, although it has taken six years. Yes, six years ago the Willcox Theater and Arts Board of Directors made the decision to expand. Little did we know that it would take six years and over three and a half million dollars to create the new Center of Arts and Heritage complex.

Down Railroad Avenue, you will find construction crews working feverishly to bring this dream to reality. Meanwhile, our dedicated staff and local volunteers are meeting regularly to develop content for the new project. Of course, the need for fundraising is always on the front burner. If you've donated, I thank



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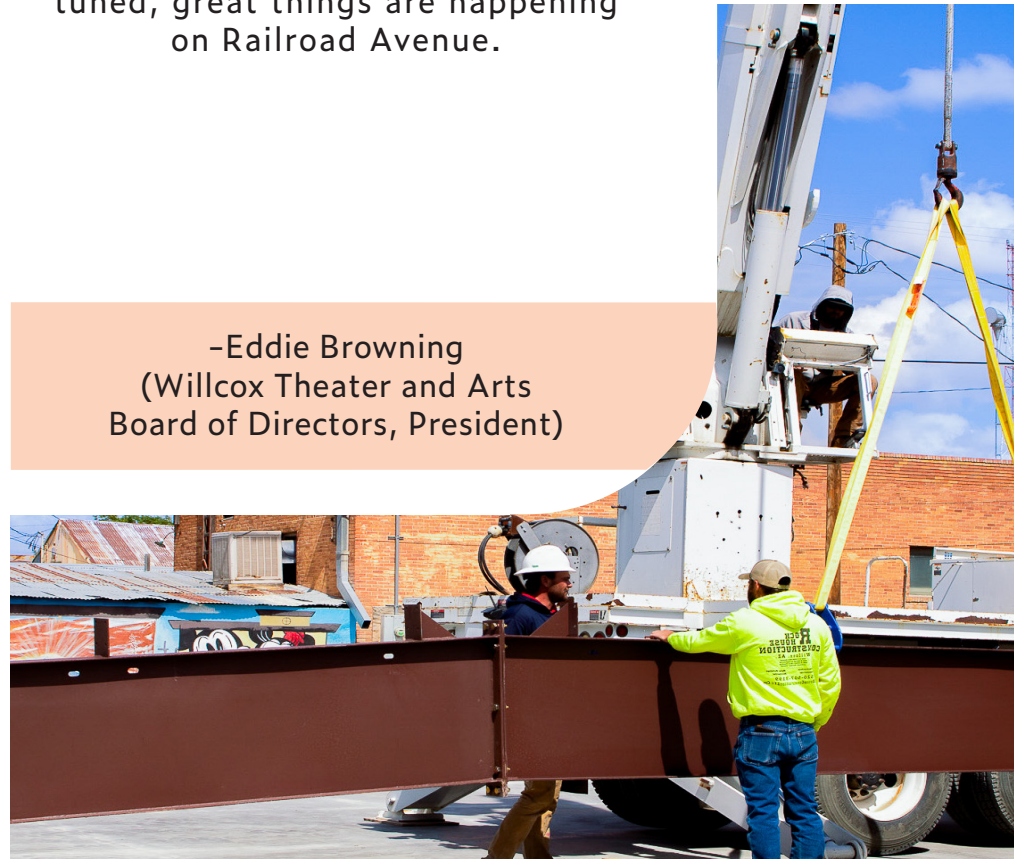
you, and if not, I encourage you to please consider supporting this great community project.

This expansion, when completed, will create a more economically viable business in downtown Willcox, AZ. I am proud of the Board of Directors for having the vision and courage to expand and I am especially proud of the staff that has worked behind the scenes to put this dream in motion. Stay tuned, great things are happening on Railroad Avenue.

-Eddie Browning
(Willcox Theater and Arts
Board of Directors, President)



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See more about our expansion project on pages 8-9

PURPOSE AND PASSION

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

VALUE

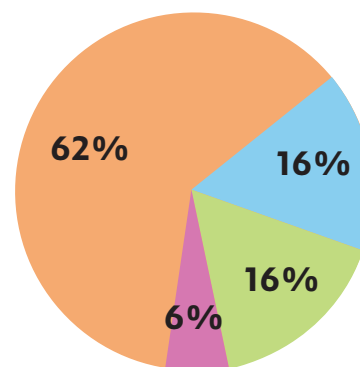
To achieve our mission, we will:

- 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

Read more about this years events on page 12-13

BEHIND THE SCENES

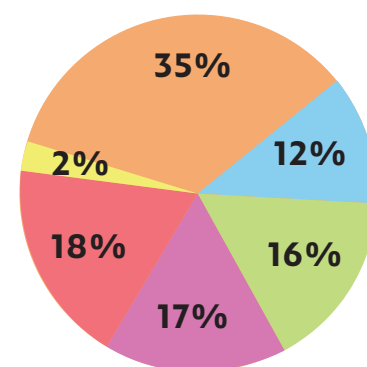
Our financial performance underscores our commitment to sustainable growth and responsible stewardship.



EXPENSES

- Admin (\$72,232)
- Facilities (\$73,221)
- Fundraising (\$25,805)
- Programing (\$274,876)

Total (\$446,124)



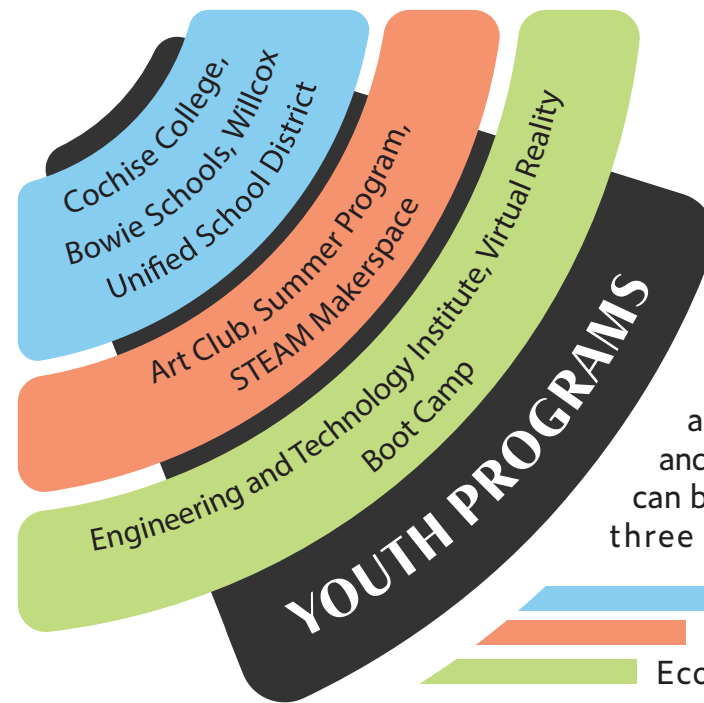
REVENUE

- Events (\$54,035)
- Corporate (\$74,069)
- Foundations (\$76,673)
- Individual (\$84,701)
- Government (\$11,500)
- Earned (\$159,675)

Total (\$460,653)



WTA AT A GLANCE



Community, heritage center, arts and culture, and youth programs can be categorized in three key elements:

- Partnerships
- Quality of Life
- Economic Vitality



FACILITY EXPANSION

Notice the construction at Willcox Theater and Arts? This new facility, The Center of Art and Heritage, will bring new opportunities and expand on existing ones for Willcox through:

- Celebrating the rural heritage roots of Willcox and the surrounding areas
- Enhancing the economic growth in Willcox through revitalization efforts
- Increase capacity for and elevate experience with our programing

The Center provides these opportunities through four key elements, the Heritage Center, Creative Studios, the Heritage Courtyard, and a new Multi-Media Theater!



1. HERITAGE CENTER

Become immersed in Willcox heritage with original virtual reality experiences and interactive displays

2. CREATIVE STUDIOS

Craft something beautiful with our professional tools, friendly instruction, and creative space

3. HERITAGE COURTYARD

Enjoy an outdoor greenspace with original community and heritage artwork welcoming you to our facilities

4. MULTI-MEDIA THEATER

Sit back to first run films, community events, live performances, and heritage documentaries





GUIDING THE WAY

Meet the dedicated team of leaders whose passion and expertise drive our mission forward. Their dedication and support makes everything possible!

BOARD

Eddie Browning.....Board President
Joel Todd.....Vice President
Jocelyn Allred.....Secretary
Shelley Thompson.....Treasurer
Ron Berry, Monika Cronberg,
Patina Thompson

VOLUNTEERS

Cindy Rae, John Cropper, Ned Robbins,
Linda Drew, Ralph Score, Tom Sarko,
Jen Score, Kathleen Johnston, and
many, many others who help with
individual programs and activities



Volunteers make events possible



Our talented Staff

STAFF

Gayle Berry.....Executive Director
Gary Clement.....Director of Theater Operations
Wesley Schofield.....Director Center of Art and Heritage
Brittany Rhoades.....Visual Artist
Peter Spitzer.....Social Media Manager
Josh Allred.....Graphic Designer
Kaylee Spitzer.....Engagement Administrator
Lizzie Allred.....Summer Coordinator



THE YEARS HIGHLIGHTS

In the fiscal year 2025, our programs reflect our commitment to enriching our community! See Willcox Theater and Arts by the numbers!

42
Community
Wide Events

56
Theater
Movies

37
Summer
Camps

3
Annual
Events

20
Over 20
Volunteers

8
Community
Clubs

Willcox Theater and Arts provided programming for the community across a wide range of initiatives. Let's look back at some of our favorites.

ENGINEERING AND TECHNOLOGY INSTITUTE

An annual opportunity for students to explore design challenges, interact with working engineers, and experience site visits. In June 2024, participants toured 5 Cochise County engineering companies and worked with engineers from 3 more on-site!

HERITAGE PATHWAYS

Our Heritage Pathways program brings Willcox heritage to life by inviting residents who grew up in the mid 20th century to share their stories! This year, participants met regularly to share their experience growing up in the 1950's and mapped out the 1954 Willcox business district.

WAMM FEST

Willcox Arts, Music and Movies Festival, is our annual summer event featuring our drive-in movie, live music, arts activities and fun for the whole family.

ETI Podcasting

WAMM Fest chalk fun

LOOKING FORWARD

Moving forward, we seek to grow our capacity for arts, STEM and heritage. See some of our upcoming programs, and prepare yourself for the grand opening of our new facilities expansion!

GRAND OPENING

From plan to plaster this year has been a big one for our facility expansion project, The Center of Art and Heritage. With construction efforts nearing completion, keep an eye out for information surrounding our grand opening! Enjoy what our new building additions have to offer with live music, tours, and celebration as we commemorate this milestone together!

SPARK! PLACES OF INNOVATION

With expansion efforts, some of our existing space is being repurposed. Studio 128 will now house temporary exhibits for the community to come and experience. The first of which will be Spark! Places of Innovation, an exhibit dedicated to big ideas born in small towns. Spark! Places of Innovation, is part of Museum on Main St, a collaboration between the Smithsonian Institution and Arizona Humanities.

COMMUNITY OUTREACH

We are always looking to work with the community, and we look forward to continuing to work with spaces such as the Bowie Unified School District, the Willcox Senior Center, and Winchester Heights Community Center

EXPANDING LOCAL PROGRAMMING

Eager to accommodate many different interests and skill levels we are constantly looking to broaden the scope of offered programs. Plans include expanding our range of instructors to offer new variety in the arts!



SINCERELY, THANK YOU

Thank you to everyone who contributed to making fiscal year 2025 a remarkable year for Willcox Theater and Arts. Your support, dedication, and enthusiasm made all our achievements possible. We look forward to continuing this journey together.

P.O. Box 217 Willcox, AZ 85644, willcoxtheater.com,
Willcox Theater and Arts is an Equal Opportunity Provider
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Engineering and Technology Institute Participants