

**MICHIGAN THEATRE
OF JACKSON, INC.**

**20
22**

Annual Report

**The Michigan Theatre of
Jackson, Inc.**

Prepared By
Steve Tucker



ABOUT US

The Michigan Theatre opened to the public on April 30, 1930, as one of eight movie theaters in downtown Jackson. It was by far the largest and most elaborate of all of the Jackson theaters. It was truly a palace adorned with artistic plaster patterns, beautiful furnishings, and a color palette that even today is breathtaking. For the first 60 years of its existence, The Michigan Theatre was privately owned and operated. Through the advent of other avenues of entertainment, The Michigan Theatre struggled economically and was finally forced to close its doors.

In 1991, the Michigan Theatre of Jackson, Inc. became a corporation. Two years later, ten Jackson individuals rallied to save this downtown icon. They purchased The Michigan Theatre from the City of Jackson and began the long arduous process of bringing this gem back to life. Many of those early visionaries have passed on, while some, including Chuck Ahronheim, Linda Furgason, and George Davis still remain active on the board of directors or serve as an advisor.

In 2022, and after years of planning, the Michigan Theatre of Jackson announced the launching of a capital campaign known as **"THE NEXT BIG THING"**. This six million dollar project includes a new improved HVAC system, plaster repair and replace, updated rigging with LED lighting, a stage extension, and period correct carpeting throughout. The goal is to maintain historical accuracy while incorporating newer, safer, and more energy efficient technologies of the 21st Century.



FINANCIAL STATEMENT

In March of 2020, the United States closed its doors to navigate the Covid-19 Pandemic. In 2021, although still operating at a minimal level, The Michigan Theatre of Jackson received financial help from The United States government. This assistance allowed the theater to maintain the building while offering outdoor activities. "Popcorn Drive Up" and small donations kept us in touch with our friends and members.

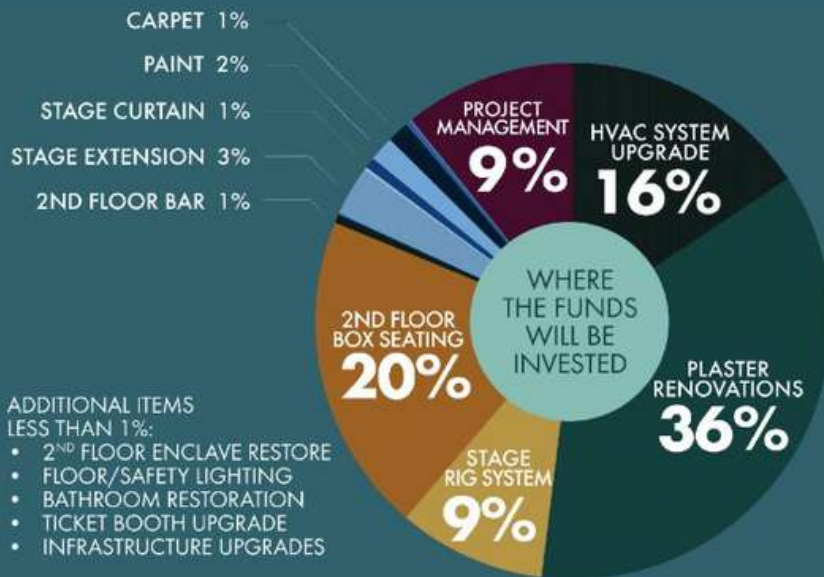
	2019	2020	2021	2022
Revenue	\$773,160.01	\$370,221.69	\$699,749.63	\$931,040.98
Expenses	\$629,479.74	\$271,482.35	\$414,459.93	\$828,690.53
Profit	\$143,680.27	\$98,739.34	\$285,289.63	\$102,350.45
Events	309	95	166	253
Volunteer Hours	5,953	1,614	2,677	2,933

In 2021, The Michigan Theatre of Jackson began to ramp up its operations. More events were added and people began to slowly come back to enjoy the communal experience of moving going. Although we have not returned to pre-pandemic levels (down 30% nationwide), The Michigan Theatre continues to accelerate its efforts.

YOUR DONATIONS WORKING

Below is a breakdown of how your investment will be used. The majority of the restoration expenses will be used for the repair and replace of the plaster. Air quality, rigging and safety will also be addressed.

Our Needs to Make this Possible



OUR TOTAL FUNDRAISING GOAL: 6 MILLION DOLLARS




VISION: WHERE OUR HISTORY MEETS OUR FUTURE

THE NEXT BIG THING

The Michigan Theatre of Jackson is embarking on a capital campaign to restore its historic structure and bring its operations into the future. Updates to our facilities, technological upgrades, and repairs to our interior will help restore this Jackson Gem.

MISSION: RESTORE, RENOVATE AND PRESERVE

The Michigan Theatre of Jackson Inc. is a not-for-profit corporation that is dedicated to providing classic entertainment and experiences in an incredible historic venue. The organization acquired the building in 1993, and has continued to restore and operate the theatre, bring classic films, art films, live theatre productions, concerts by national and international acts, meetings, weddings, and countless community events.



OUR COMMITMENT TO DIVERSITY, EQUALITY, AND INCLUSION

- Diverse patronage. The Michigan Theatre continues to partner with many organizations within our community to welcome everyone regardless of age, race, ethnicity, gender identity, religion, sexual orientation, socioeconomic status, or physical, mental, or developmental disabilities.
- We are devoted to our community, and we strive to make sure every event we offer addresses our community's needs in an equitable way.
- We are focused on accomplishing diversity and inclusion strategies which are essential and ethical to elevate the performance of our organization.
- We are committed to education and continue to foster partnerships with area schools and related organizations that serve the developmentally disabled.
- Our collaboration with the Concert of Colors brought in huge crowds to experience the exciting music of sounds from around the world.

MEET OUR TEAM

Board of Directors

Kathryn E. Snyder Chair

Dave Heins Vice Chair

Charles Ahronheim Secretary

Kathy Schmaltz Exec Comm Member

Nan Whitmore Exec Comm Member

Steve Fox Director

Cathy Moore Director

Donna Riley Director

Schuyler Rogers Director

Sue Stevens Director

Michelle Woods Director

Staff

Steve Tucker Executive Director

Anthony Riske Director of Operations

Anne Jones Office Manager

Denise Lons Grant Coordinator

Lola Fleming Facilities

Paul Kofflin Events and Facility

Brian Tucker Membership and Events

Steven J. Tucker Volunteer and Social Media

Mary Trosin Graphic Design

CONTACT US



517-783-0962



stucker@michigantheatre.org



www.michigantheatre.org



124 North Mechanic Street, Jackson, MI
49201

THANK YOU

Asking for donations and volunteer time is never easy, but I promise to put every dollar given to the best use possible. Please consider donating any amount. Each and every donation means so much to us. It means you believe in what we are working toward, that you value this incredible historic building and that you want it to live long after we are gone. No donation is too small. I believe that. Thank you for your amazing support.

Thank you,

Steve Tucker

Executive Director