IMPERIAL THEATRE

# ANNUAL REPORT 2025-2026



Prepared by
**Bethany Stout**

Prepared for
**IT Board of Directors**

www.imperialtheatre.ca

# Table of Contents


1 The IT Mission

2 Year in Review

3 Board & Staff Members

4 Imperial Presented shows

5 Touring & Rental shows

6 Facilities & Operations Overview + Building

7 Community Outreach

8 Fund Development

9 Marketing

10 Box Office & Ticketing

11 Volunteer Program

12 Imperial Theatre Foundation

# The IT Mission

Imperial Theatre is an 852-seat historic building that has enriched our community through live performance and outreach programming for over 30-years since its restoration and reopening. A successful and independently run charitable organization, Imperial Theatre is our region's premier Performing Arts Centre. It is governed by a volunteer board of seventeen directors comprised of an appointed director from each of the four municipal councils of Grand Bay-Westfield, Rothesay, Quispamsis and Saint John with the rest being elected by the theatre's general membership.

### Value Statements

Imperial Theatre is dedicated to managing its business based on the following core values:

We value **our building** and as such are committed to preserving and promoting its history and beauty.

We value **our community** and as such we endeavour to provide a quality, inclusive entertainment experience to a wide-ranging audience.

We value **our people** and as such we strive to create an atmosphere of collaboration, teamwork, and excellence for our staff and stakeholders.

## Enrich

by providing a professional quality, multi-purpose facility;

## Engage

through world-class entertainment experiences

## Inspire

with the presentation of local, national and International productions and the development of the arts

### Safer Spaces

We strive to make Imperial Theatre a respectful, welcoming, fun, and caring space for patrons, performers, artists, agents, managers, employees, and volunteers alike. Imperial Theatre will not tolerate discrimination, aggressive speech, or violent acts. This includes but is not limited to: racism, white supremacy, sexism, heterosexism/homophobia, cissexism/transphobia, queerphobia, sizeism, ableist and ageist comments, and all acts of violence and harassment.

# From the IT Board President

# Year in Review

Dear Friends and Supporters,

On behalf of the Board of Directors of Imperial Theatre, I extend our sincere gratitude to the patrons, members, donors, funders, partners, and supporters whose generosity brings the performing arts to life in our region.

The 2025–2026 season was a year of vibrant growth and renewed connection. As the most beautifully restored theatre in Canada and a charitable organization, Imperial Theatre continues to enrich, inspire and engage the Fundy region through world-class entertainment, community outreach, and meaningful partnerships.

We are grateful for the foundational support of our core public funders: the Government of Canada, the Province of New Brunswick and the Fundy Regional Service Commission (FRSC). Thank you specifically to the FRSC member communities—the Fundy Rural District, Grand Bay-Westfield, Hampton, Quispamsis, Rothesay, Saint John, and St. Martins—for partnering with us to enhance our regional cultural landscape.

Our youth initiatives flourished this season. Thanks to the Bank of Montreal, the Sisters of Charity, the McKean Foundation, and Don Mitchener, 3,400 children attended five free school performances. Crucial busing subsidies from UCT and Rotary made these experiences accessible to students across the region, nurturing young minds and inspiring a lifelong appreciation for the arts.

We also extend a special thank-you to Don Mitchener for sponsoring our March Break Movie event, welcoming 481 children and families for a free showing of “Space Jam” complete with refreshments.

Key corporate and community sponsors played a vital role in expanding our programming: the Royal Bank of Canada supported our Ambassador Program; the Saint John Community Foundation and Atlantic Lotto advanced our inclusive artistic vision; and the TD Ready Commitment funded our Diversified Voices Series.

Community outreach and seniors programming continued to thrive, bringing free performances to long-term care facilities, school workshops, post-show talks, dance classes, and sensory-friendly film screenings. In total, 1,135 individuals participated in free activities, while hundreds more engaged through subsidized programs and Family Sparkles.

Every facet of our work is strengthened by our grantors and major donors, including the NB Children’s Foundation, BMO Bank, Sisters of Charity, UCT, McKean Foundation, The Margaret and Michael Wennberg Foundation, Lockhart Foundation, Greater Saint John Community Foundation, James Venner Russell Foundation, RBC Foundation, TD Ready Commitment, and the Imperial Theatre Foundation.

Finally, to our individual donors, volunteers, staff, artists, and patrons—you are the heart of Imperial Theatre. Your support enables us to dream bigger, reach further, and welcome everyone into the transformative experience of live performance.

Together, we keep our region's cultural heart beating strong.
Thank you for being an essential part of our journey.



With deep appreciation,

Li Song
President, Imperial Theatre

# From the Executive Director

# Year in Review

Dear Friends and Supporters,

As I reflect on the 2025–2026 season, I am reminded of the essential role Imperial Theatre plays as a regional performing arts facility. We are a shared resource for communities throughout the Fundy region and beyond—a place where people come together to experience live performance, celebrate creativity, learn, gather, and connect. Our region not only wants a vibrant arts community, but truly deserves it.

This past year offered powerful evidence of that demand: Imperial Theatre was in use for 220 days, presenting 87 Imperial events and welcoming 133 additional events and rentals. In total, 77,036 people attended activities—a 29% increase over the previous season. This growth demonstrates the remarkable demand for a professional, accessible, and flexible performing arts facility that can serve audiences, artists, schools, community organizations, businesses, and touring presenters. These numbers reflect not only the strength of our programming, but also the essential role Imperial Theatre plays as a gathering place for our community.

Our role as a gathering place is reflected in the breadth of our activity. Imperial Theatre hosted internationally recognized artists, local presenters, school groups, festivals, conferences, and community celebrations. From live music, theatre, dance, comedy, and family programming to film screenings and cultural initiatives, the theatre remained active as a hub for artistic excellence and civic life.

This diversity is one of Imperial Theatre's greatest strengths. A regional facility must be able to serve many audiences, and our 2025–2026 season demonstrated the value of having a space that can accommodate a wide range of experiences. Audiences came to see artists they already loved, discover something new, support local organizations, attend milestone events, and share moments with family and friends. The theatre's impact extends well beyond the individual performance: it creates opportunities for connection and contributes to the vitality of the entire region.

I am especially grateful to the local organizations that bring important cultural experiences to our stage, including Saint John Theatre Company, Symphony New Brunswick, Gala Ballet Productions, The New Brunswick Youth Orchestra and the Chinese Cultural Association. It is a privilege to provide a professional and welcoming venue where these organizations can share their work, celebrate our region's diverse cultural life, and connect with audiences. Their presence at Imperial Theatre is a testament to the strength of the local arts community and to the importance of having a regional facility where significant cultural events can take place.

My heartfelt thanks go out to our staff, volunteers, boards, artists, partners, donors, and audiences for making this season a success. Together, we will continue ensuring that Imperial Theatre remains a vibrant, accessible, and welcoming home for the transformative power of the performing arts.

With appreciation,

Angela Campbell
Executive Director



# Board & Staff Members

## IT Board Members

President - Li Song
Vice-President - Peter Stoddart
Treasurer - Julie Estrabrooks
Secretary - Mercy Oyet
Past President - Mel Norton

Director - Rufina Ajalie
Director - Elenor Austin
Director - Dahlia Das
Director - Michele Flarow
Director - Richard Gradon
Director - Alana Lawson
Director - Moira Goodfellow
Director - Robert MacKinnon

Appointed Directors
Grand Bay-Westifield Rep: Shannon Merrifield
Rothesay Rep: John Buckley
Quispamsis Rep: Kevin Greaves
Saint John Rep: Nicole Vair

## Foundation Board Members

President - Cindy Millett
Vice-President - Michael Wennberg
Treasurer - Derrick Bishop
Secretary - Nick Doyle
Past President - Ian Stead

Director - Hilary Brock
Director - John Buckley
Director - Chelsea Ferris
Director - Dr. Eshwar Kumar
Director - Cathy Rignanesi
Director - Nancy Riven
Director - Davin Sooley

## Staff

Executive Director - Angela Campbell
AED/Programming - Bethany Stout
Director - Ops & Finance - Ruth McLeese
Facilities Manager - Shelley Brown
Marketing Manager - Kathleen McLeod
Dir. Legacy and Capital Gifts - Heather White Brittain
Development and Engagement Coord- Jo-Anne Macdonald
Technical Director - Scott McRae
Crew Chief - Liam Mathieson
Client Services Manager - Lindsay Jacquard / Fiona Kidd
Patron Services & Hospitality- Caleb Crandall
Bookkeeper - Parth Kwatra
Asst Box Office Manager - Lindsay Hazen
FOH & Outreach Coord - Emma McEvoy
Lighting Director - Matthew Blackwood
Head Carpenter / Flyman - John Dykeman
Head of Sound - Sean Boyer
Maintenance Coord - Kyle Goguen
Head Custodian - Peter Walsh



# Imperial Presented shows

## Live shows

- James Barker Band
- Martin Levac: Phil Collins & Genesis... Live
- Bear Grease
- Tom Papa
- Grateful Bread Tour
- Sloan
- Oscar Peterson Centennial Quartet
- Tom Morello: A Night of Stories & Music
- A Coast to Coast Cowboy Christmas
- Men of the Deeps - Coal Miner's Christmas
- A Holly Jolly Jill Barber Christmas
- Family Sparkles Film Festival
- Barra MacNeils East Coast Christmas
- Imperial Holiday Sing Along
- Wolf Castle - Waiting For the Dawn tour
- Rhys Nicholson
- Circus Incognitus
- The Heterosexuals
- Doktor Kaboom: Under Pressure!
- Don Juan
- Nomfusi
- A Perfectly Reasonable Night of Comedy
- UPU Collective
- A Cabaret of Legends
- Dwayne Gretzky
- Ten Thousand Hours
- Dino Light
- Ballet Jörgen: A Midsummer Night’s Dream
- Kalabanté Productions: Afrique En Cirque
- Wintersleep
- Ballet Kelowna: taqəš and Other Works

## Single Presentations

- An Evening with Stan Rogers
- Tim Hicks

## School shows

Circus Incognitus
Dino Light
June MOVIE Shrek
Shaun Boothe’s Unauthorized Biography Series
Doktor Kaboom: Under Pressure!

## Retro film/TIFF

- Studio Ghibli Summer - Secret World of Arrietty
- Studio Ghibli Summer - My Neighbour Totoro
- Studio Ghibli Summer - Princess Mononoke
- Studio Ghibli Summer - Nausicaā of the Valley of the Wind
- Anime Film - Ghost Cat Anzu
- Retro Film - School of Rock
- Retro Film - Rocky Horror Picture Show
- Retro Film - Saturday Night Fever
- Retro Film - Muppet Christmas Carol
- Retro Film - Big Trouble in Little China
- Retro Film (Galentine's Day) - Miss Congeniality
- Retro Film (March Break Movie) - Space Jam
- Retro Film - Wizard of Oz
- Retro Film - A Streetcar Named Desire
- Retro Film - The Mummy
- TIFF - DO I Know you from Somewhere?
- TIFF - Red Rooms
- TIFF - Can I Get a Witness
- TIFF - All We Imagine as Light
- TIFF - Wrong Husband
- TIFF -No Other Choice
- TIFF - If I had Legs I'd Kick You
- TIFF - Marty Supreme
- TIFF - Little Lorraine
- TIFF - Arco

## Private IT Events

- Joint Board Meeting and Staff Presentations
- AGM
- First Aid x 2
- Staff Holiday Party
- President's Backstage Party
- Volunteer Appreciation - Dinner and a Movie
- Season Launch 33

# Touring & Rental shows

## Ticketed shows

- TINA: The Ultimate Tribute
- TAYLOR: A Tribute to the Eras of Taylor Swift
- The Liverpool 4: Saint John Beatlemania!
- Queen: It's A Kinda Magic!
- SJTC: Come From Away
- SJTC: Come From Away
- SJTC: Come From Away
- SJTC: Come From Away
- SJTC: Come From Away
- SJTC: Come From Away
- SJTC: Come From Away
- CBC Radio's The Debaters
- Nikki Payne & Matt Wright
- Frozen In Time
- Frozen In Time
- SNB #1: A Night in Hollywood
- Golden Girls: The Laughs Continue
- Saint John Comedy Classic
- Jason Cyrus Live
- Take It To The Limit: A Tribute to the Eagles
- Outdoor Outdoor Film Festival
- Rick Mercer's Stand Up For Canada Tour
- Bee Gees Revisited
- The Johnny Cash Songbook
- SNB #2: Cosmic Adventure
- The Stampeders... One More Time
- Hells Bells - Celebrating the Music of AC/DC
- Shawn Desman
- The Grand Tour
- GYPSY: Premiere Fleetwood Mac Tribute
- Ron James: The Noise Between Our Ears
- SNB #3: Unfinished Business
- Sandman
- SJTC: A Christmas Carol
- SJTC: A Christmas Carol
- SJTC: A Christmas Carol
- SJTC: A Christmas Carol
- SJTC: A Christmas Carol
- Ennis Sisters
- Country Boys Christmas
- Stadacona Band
- Christmas From The Heart
- Gala Ballet - The Nutcracker
- Gala Ballet - The Nutcracker
- Gala Ballet - The Nutcracker
- Choir! Choir! Choir!
- Kenny and Dolly Christmas
- Harbour View: Home for the Holidays
- NBYO LIVE
- "Come Together" for the KV Food Basket
- Banff Centre Mountain Film Festival World Tour
- Matt Andersen
- Faces of Fusion
- Film Premiere: What We Dreamed Of Then
- CAL: Pink Floyd
- Jeremy Hotz: One Night Only - With The Dog
- Greater SJ Lunar New Year Gala
- Gabby's Dollhouse
- The Very Big Show Magic + Comedy
- Golden Girls: The Laughs Continue
- Golden Girls: The Laughs Continue
- Alan Doyle
- TNB: Heroine
- WAR on the Catwalk
- William Prince
- SJTC: The Play That Goes Wrong
- SJTC: The Play That Goes Wrong
- SJTC: The Play That Goes Wrong
- SJTC: The Play That Goes Wrong
- SJTC: The Play That Goes Wrong
- Alex Mackenzie
- Tom Green
- SNB #4: Ode to Joy
- Music of the Night
- Snowed In Comedy Tour
- PARABOLUS: A Complete TOOL Experience

# Touring & Rental shows

## Ticketed shows (continued)

- Epic Eagles Tribute
- Brent Butt
- The Australian Bee Gees Show
- The Michael Jackson HIStory Show
- Dal Med Grad Launch 2026
- Canine Circus Presents: Dogs Do Magic
- SNB #5: Rhythmic Lines
- The Grand Tour
- The Big Band Benefit
- Mamma Mia
- Mamma Mia
- Mamma Mia
- Mamma Mia
- Mamma Mia
- Mamma Mia
- CAL: Led Zeppelin II
- Alan Jackson Experience
- SNB #6: Life Circles
- RBS: Threads of Time
- KidSing Presents Confident. Creative. Kids.
- KidSing Presents Confident. Creative. Kids.
- FCSD: Where Movement Lives
- FCSD: There's No Place Like Home
- FCSD: There's No Place Like Home
- Step In Time: Future Stars Year End
- Step In Time: Competitive Year End
- St. Malachy's Graduation
- Billy Bragg
- Green River Revival: CCR Tribute Concert Experience

## Non-ticketed shows

- Third Shift Festival - Artist Talks
- Fundy Fringe - Tuesday
- Fundy Fringe - Wednesday
- Fundy Fringe - Thursday
- Fundy Fringe - Friday
- Fundy Fringe - Saturday
- Fog Lit Artist Talks
- UNBSJ Fall Convocation
- Pow Wow Sending Circle
- SJLE Graduation
- Medical Learner's NY
- Food Security Symposium
- Elizabeth Cormier Birthday Party
- Irving March Break: Space Jam
- Contact East
- Contact East
- Contact East
- Contact East
- Contact East
- IT/SNB Chamber Mixer
- Kerry and Scott Are Tying The Knot!
- Mayoral Debate
- Wyndham Private Event
- St. Malachy's Graduation

# Touring & Rental shows

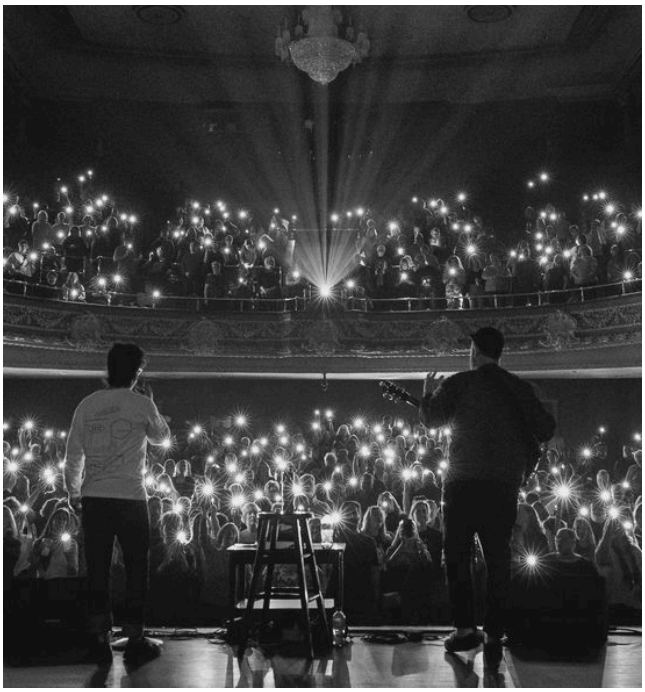
| Type of Event | Curtain | Day in Use |
|---|---|---|
| Rental - Professional / Touring | 96 | 109 |
| Rental - Community Partners | 4 | 7 |
| Rental - Corporate / Private events | 18 | 17 |
| **TOTAL RENTAL SHOWS** | **118** | **133** |

| | |
|---|---|
| Local / regional rentals | 59 |
| NB rentals | 5 |
| Atlantic rentals | 15 |
| Canadian rentals | 27 |
| International rentals | 12 |

| | |
|---|---|
| Rental - Professional / Touring Attendance | 50,896 |
| Rental - Community Partners Attendance | 2,446 |
| Rental - Corporate / Private events Attendance | 3,742 |
| **TOTAL RENTAL SHOWS Attendance** | **56,330** |

| | |
|---|---|
| **TOTAL RENTAL COMPS** | **5,298** |

# Facilities & Operations Overview + Building



Along with presenting an annual season, Imperial Theatre also acts as a rental facility for local and touring events.

Rental opportunities include our full auditorium, the stage, and the Upper and Main Lobbies.

We support our presented shows as well as rentals with full backstage amenities, rehearsal space, food & beverage, technical facilities, ticketing, and marketing & communications.

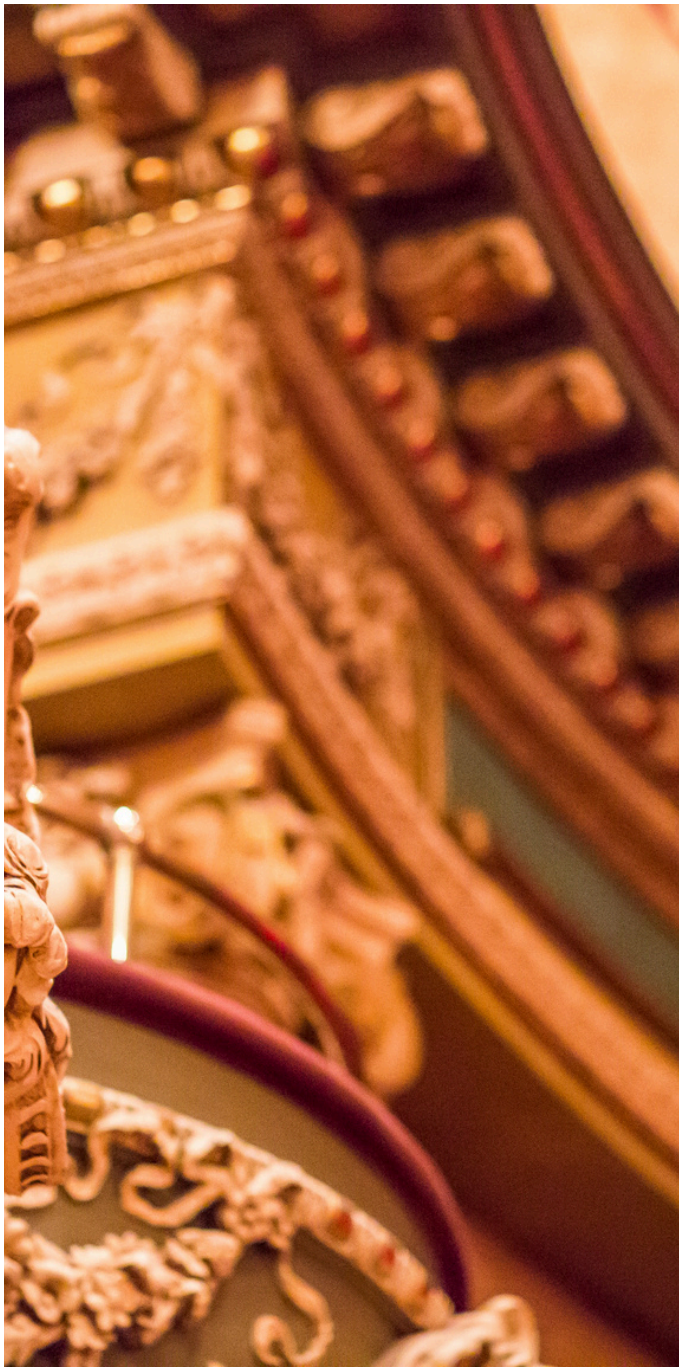
| Days in use | IT presented Events | Other Events | Total Attendance |
|---|---|---|---|
| 220 | 87 | 133 | 77,036 |
| Vs. last season | Vs. last season | Vs. last season | Vs. last season |
| +25% | +9% | +39% | +29% |

- These statistics are based on Usage from July 1, 2025 until June 30, 2026

# Facilities & Operations Overview + Building

## Facility updates and Maintenance for 25/26 Season

Prepared by Facilities Manager, Shelly Brown



- **Proscenium Deluge System**: Completed the 5-year internal pipe testing.
- **Project Coordination**: Ongoing coordination with Ducharme, Floor Fashions, and Interior Surfaces.
- **Auditorium Seat Mapping**: Completed the 3D scan of the auditorium.
- **Roofing Repairs**: Flynn Roofing replaced the flashing and caulking on the east side lower roof of the secret passage.
- **Plumbing Updates**: Replaced select toilets and faucets in the dressing rooms and public washrooms.
- **Painting**: Repainted the walls and beams in the stairwell landings outside of SL and SR.

**Through outreach we connect artists and the performing arts with our communities onsite but also, where they live. Be that a rural community centre, a middle school gym or a senior's home.**

# Community Outreach

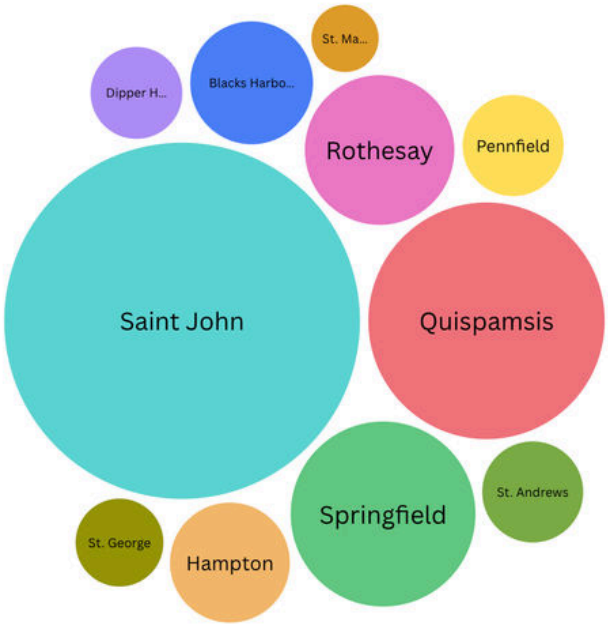
| Activity | Location | Community |
|---|---|---|
| Beginner Line Dancing Workshop | Imperial Theatre | Saint John |
| Follow Along Tai Chi | King's Square | Saint John |
| James Barker Band School Performance | St. John the Baptist/King Edward School | Saint John |
| Drum Making Workshop with Angela Beek | Imperial Theatre | Saint John |
| 50+ Dance Class with Heather Allen | Rothesay HIVE | Rothesay |
| Nataliia Kornetska's Stanislavsky Workshop | Hampton High School | Hampton |
| Nutcracker Care Home Performances | Loch Lomond Villa | Saint John |
| Nutcracker Care Home Performances | Shannex - Parkland in the Valley | Quispamsis |
| Nutcracker Care Home Performances | Kings Way Care Centre | Quispamsis |
| Whiskey Tasting with Brad Mitchell from Hopscotch | Golding's Lounge | Saint John |
| Jill Barber at Parkland Saint John | Parkland Saint John | Saint John |
| Swing Dancing Workshop with Claire Ahern | Summit Centre Community Room in Hampton | Hampton |
| Q&A with Wolf Castle and Stephen Hero | Saint John High School (theatre) | Saint John |
| Newcomer Tours | Imperial Theatre | Saint John |
| Shaun Boothe Off-Site Performance | Barnhill Memorial Schol | Saint John |
| Nomfusi Workshop and Performance | Prince Charles School | Saint John |
| Stage Combat Workshop | Imperial Theatre | Saint John |
| Tymisha Harris Performance | Turnbull Home | Saint John |
| Ballet Masterclass | Rothesay Ballet School | Rothesay |
| Ballet Residency & Performance with Ballet Jorgen in A Midsummer Night's Dream | Rothesay Ballet School & Imperial Theatre | Rothesay / Saint John |
| African Drum Workshop | Princess Elizabeth School | Saint John |
| Ballet Masterclass | First City School of Dance | Saint John |
| Wine Tasting with | Happinez Too | Saint John |
| Snesory Friendly Matinee Movie - The Princess Bride: for Seniors and Marginalized Adults | Imperial Theatre | Saint John |



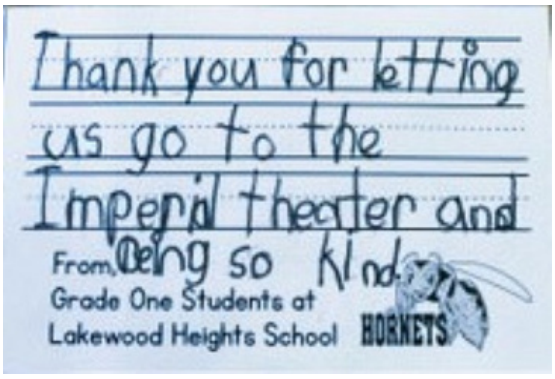
| Location | # of events |
|---|---|
| Saint John | 17 |
| Hampton | 2 |
| Quispamsis | 2 |
| Rothesay | 3 |

# Community Outreach

| Event | Date | Attendance |
|---|---|---|
| Shaun Boothe's Unauthorized Biography Series | 2026-Jan-21 | 330 |
| Circus Incognitus | 2026-Jan-23 | 802 |
| Doktor Kaboom: Under Pressure! | 2025-Feb-09 | 800 |
| DinoLight | 2025-Apr-30 | 724 |
| *Shrek (2001)* | *2025-Jun-11* | *736* |
| ***TOTAL*** | | ***3,392*** |




| Region of School | # of attendees |
|---|---|
| Back Bay | 21 |
| Blacks Harbour | 170 |
| Dipper Harbour | 95 |
| Hampton | 162 |
| Pennfield | 115 |
| Quispamsis | 630 |
| Rothesay | 252 |
| Saint John | 1427 |
| Springfield | 385 |
| St. Andrews | 115 |
| St. George | 87 |
| St. Martins | 51 |






# Fund Development

Season 32 revealed the enduring generosity of Imperial Friends who support the theatre in outreach programming and capital acquisitions for much needed additions and updates. A constant thread is the care that so many extend to Imperial Theatre.
We couldn't do what we do without our supporters. Your thoughtful and generous contributions help in so many ways that benefit all ages, all stages, all walks of life.
A recap of our expanded reach and how you helped:

- 3400 children and youth attended 5 Free School Shows
- 72 Bus Subsidies
- 5 Free Outreach Activities for Older Adults in retirement, long term care
- 481 Attended Free March Break Movie with complimentary snacks and refreshments
- 2 Free Ambassador Meet and Greet Events
- 347 Free Tickets to the Holiday Sing a Long
- 1135 Attended Free Presentations and Workshops
- 335 Attended Subsidized
- 393 Attended Family Sparkles
- 100 Complimentary Tickets to Indigenous led performances
- Community Collaboration? (Fusion, Chamber, Newcomers, anyone that we collaborated

These outreach activities included School Visits (Princess Elizabeth School, Saint John High, Newcomers Tour, Acting Workshops Post Show Talks, Drum and Dance Workshops, Master Ballet and Contemporary Dance Classes, Sensory Friend Film Presentations, Saint John the Baptist/King Edward School, Rothesay Hive.
Many thanks to our annual donors and to the NB Children's Foundation, BMO Bank, Sisters of Charity, UCT, McKean Foundation, The Margaret and Michael Wennberg Foundation, Lockhart Foundation, Greater Saint John Community Foundation, James Venner Russell Foundation, RBC Foundation, TD Ready Commitment, Imperial Theatre Foundation for helping us deliver this life changing outreach.

Season 32 also brought the soft launch of Imperial's Elevate Your Experience Project which will reveal significant capital improvements to enhance sound, lighting, wheelchair accessibility and the replacement of the auditorium seating! The first since the building reopened to the public after the historic decade renovations.

# Fund Development cont.

We invite you to learn more about these acquisitions and updates and how you can support this timely project. Heartfelt appreciation and thanks to Imperial Friends who have already supported this project through seat dedications and huge thanks to ACOA, Government of New Brunswick, RDC, Don Mitchener, Christopher Foundation, Turnbull Foundation for their significant contributions to the first phase of this project. Altogether, our vision is to remain for future generations as we continue the stewardship of a shared cultural and heritage landmark.

As we look to the future, we are grateful for contributions to the Imperial Theatre Foundation. Special thanks to the Pannell Family Foundation for their support and for sharing our vision to grow these contributions. These gifts are not about how much one gives but what we can accomplish together in the spirit of sharing and caring about Imperial Theatre. Heartfelt gratitude to Imperial Friends who are no longer with us and left lasting gifts to the Imperial Theatre Foundation and to our donors who gave in other ways, such as annual giving and donating shares to the Imperial Theatre Foundation. The Endowment Incentives Program of the Canada Cultural Investment Heritage Fund provides matching funds of up to one dollar for these donations and bequests which has been a tremendous asset for future growth in Imperial's endowment fund.
Altogether, these acts of kindness and generosity preserve a continued legacy of meaningful and lasting community connection through philanthropy and the performing arts. To quote Mother Theresa: "It's not how much we give, but how much love we put into giving."

In appreciation,

Heather White Brittain
Director, Legacy and Capital Giving







Social Media
Newsletters

# Marketing



Season 32 was a year of growth, experimentation and refinement for the Marketing Department. Building on the changes made in Season 31, we continued to evaluate where our marketing efforts were having the greatest impact and became more strategic about how we planned and timed campaigns throughout the season.

Season 32 also gave us a better understanding of which advertising channels work best in our market. Social media, digital advertising, email and outdoor visibility continued to be important parts of our campaigns, while some traditional advertising did not always deliver the same measurable results. In a relatively small market, we found that broad, consistent visibility and strong creative content can often be more effective than highly targeted campaigns. This has helped us become more intentional about where we invest both our advertising dollars and staff time.

There were still challenges. Ticket-buying patterns continue to change, with some shows requiring significantly more marketing support than others and audiences sometimes making their purchasing decisions later than we would like. Not every campaign or platform produced the results we hoped for, but Season 32 gave us more information to work with and allowed us to adjust our approach rather than simply repeating what we had done before.

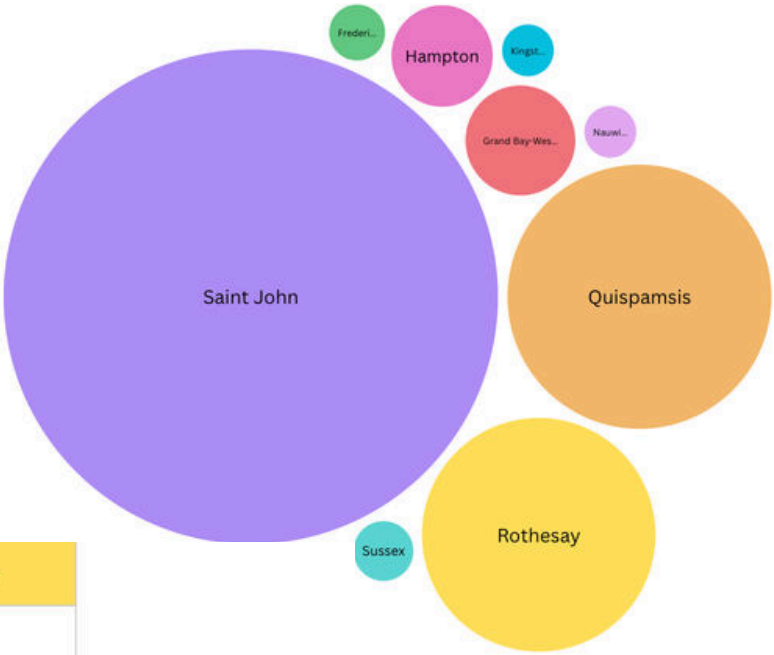
Overall, Season 32 strengthened our marketing foundation. We ended the year with more members, larger social audiences, a significantly larger email database, better campaign planning and a clearer understanding of where our marketing efforts are most effective. As we move into Season 33, the focus will be on building on that momentum while continuing to test, measure and refine how we reach our community.

| Members | E-news | Facebook | Instagram | Threads |
|---|---|---|---|---|
| 1,075 | 20,451 | 15,231 | 4,864 | 930 |
| Vs. Last Season | | | | |
| ↑857 | ↑12,472 | ↑14,310 | ↑4,331 | ↑878 |

# Membership

# Marketing

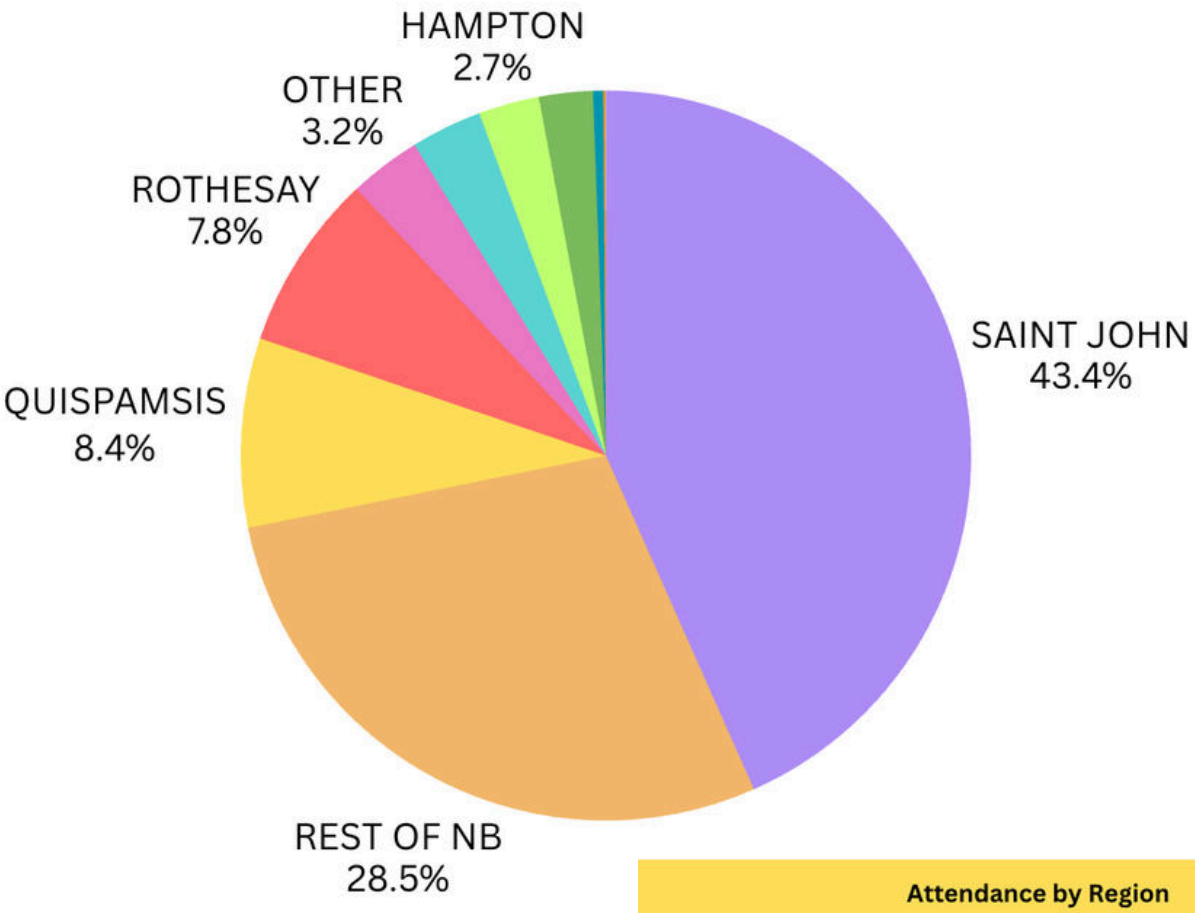
Top 10 Locations Where Members Live




| Total # of Memberships |
|---|
| 1075 |

| Location | No. of Member Households | % of all Members |
|---|---|---|
| Saint John | 547 | 50.88% |
| Quispamsis | 156 | 14.51% |
| Rothesay | 122 | 11.35% |
| Grand Bay-Westfield | 27 | 2.51% |
| Hampton | 23 | 2.14% |
| Sussex | 8 | 0.74% |
| Fredericton | 7 | 0.65% |
| Nauwigewauk | 6 | 0.56% |
| Kingston | 6 | 0.56% |
| Nerepis | 6 | 0.56% |
| *Other* | *167* | *15.53%* |

# Box Office & Ticketing




| Attendance by Region | | |
|---|---|---|
| **City** | **# Tickets** | **%** |
| SAINT JOHN | 30870 | 43.40% |
| QUISPAMSIS | 5966 | 8.40% |
| ROTHESAY | 5580 | 7.80% |
| GRAND BAY-WESTFIELD | 2238 | 3.10% |
| HAMPTON | 1915 | 2.70% |
| ST. MARTINS | 85 | 0.10% |
| REST OF NB | 20266 | 28.50% |
| REST OF CANADA | 1696 | 2.40% |
| INTERNATIONAL | 321 | 0.50% |
| OTHER | 2263 | 3.20% |

110 Volunteers donated 10,000+ hours in Season 32

# Volunteer Program




Imperial Theatre volunteers are the heart and soul of each show, event, and out in the community. They give their time freely and provide an essential service to our patrons, creating a welcoming and supporting environment for all. Our volunteers are theatre lovers, patrons of the arts, newcomers to the community, and people who want to give something back. We are privileged to have a great group of people who are always looking for new opportunities to learn and grow together.

Our current volunteer program consists of Operational Volunteers, Youth Corps, the IT Board, and the Foundation Board. Each area is integral to Imperial Theatre's day-to-day operations. We welcome new volunteers each year and continually work to build our presence with local organizations.

Our Volunteer Co-ordinator makes it priority to recruit new volunteers every season to bring new faces to our Volunteer crew and to keep building towards a sustainable, diverse and positive future.

# Imperial Theatre Foundation

## The Endowment

The Imperial Theatre Foundation, Inc. was incorporated under New Brunswick laws in 1984 as a non-profit organization in support of the arts in general and the operations of the Bi-Capitol Project, Inc. (since renamed Imperial Theatre) in particular once it was restored and renovated. Originally incorporated as the Bi-Capitol Foundation, its name was changed when the theatre's name was changed.

The Foundation is managed by a Board of Directors, including Chairperson, President, Vice President, Treasurer and Secretary.

The Foundation was brought into existence to raise an endowment fund, the investment income from which can be directed primarily to providing Saint John's performing arts centre with an assured base of financial support which when combined with ticket sales revenue, grants from the City of Saint John and surrounding municipalities, sponsorships, and other income would help to ensure the financial viability of the centre and prevent it from becoming a financial liability for the City of Saint John.

The endowment fund seeks to harness the power of investment return to provide a stable financial basis of operation for Imperial Theatre. Seeking, as it did in 1984, to provide for the future needs of Imperial Theatre even before it opened, the project broke new ground in arts funding.

