



FRONIMO'S
GREEK CAFE

ATHLETICO
PHYSICAL THERAPY

Sprint

Walgreens

GADABOUT

THE LOFT

CINEMA

WE'LL GET THROUGH THIS TOGETHER

TEMPORARILY CLOSED UNTIL FURTHER NOTICE
CHECK LOFTCINEMA.ORG FOR UPDATES

ANNUAL REPORT 2019/2020

Photo Credit: **Tim Fuller**

4	Mission Statement
6	Letter From The Executive Director
7	Our Story
9	Community Feedback
11	At A Glance
11	By The Numbers
12-13	What We Do
15	Loft Film Fest
17	Loft Kids Fest
20	Solar Cinema
22	At The Box Office
23	Financial Data
24	Marketing
25-33	Donors
34	Volunteers
35	Loft Cinema Staff
36	Board Of Directors

“The Loft Cinema is much more than an ambitious movie theater that shows high-quality films. Beyond screening everything from arthouse cinema to mondo cult classics, The Loft succeeds in being a hub for the community, allowing local organizations to rent out theaters, hosting outdoor movies in the city’s parks, and presenting rousing singalongs in its home base. Even during this downer year, The Loft is keeping busy with film streaming, private rentals and outdoor screenings in its own backyard. It’s a harmonious relationship: Tucson is lucky to have a place as magical as The Loft, and the cinema is lucky to have hordes of devoted fans.” - **Tucson Weekly, Best Movie Theater 2020**

THE LOFT CINEMA: MISSION STATEMENT

Building community by celebrating
the art and diversity of film.

THE LOFT
CINEMA

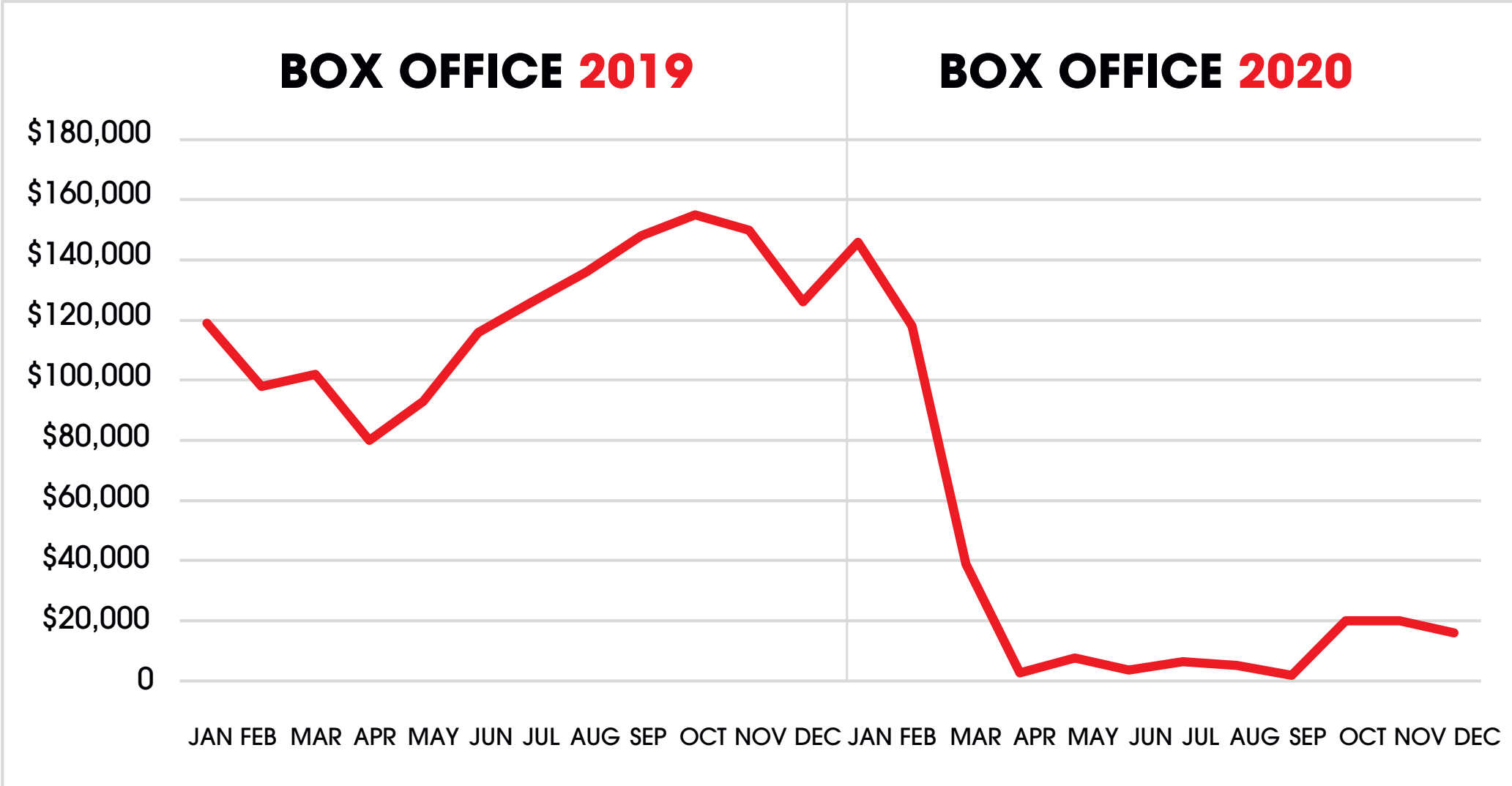
BLACK LIVES MATTER

HAPPY BIRTHDAY TO JON HURST!

MASK ON!
VISIT [LOFTCINEMA.ORG](https://loftcinema.org) FOR STREAMING TITLES
JOHN LEWIS: GOOD TROUBLE
THE KILLING F

DEAR FRIENDS OF THE LOFT CINEMA,

The best way I can come up with to describe The Loft Cinema in 2019-2020 is a rollercoaster ride, and I’ve never been a big fan of rollercoasters.



2019 was a mini-rollercoaster. Box office in the first quarter was really strong, with unexpected drop for a few months it turned around to end the year with a record box office. We thought that was a wild ride. In 2020, we had our best January and February ever at the box office, and then March and, the rest, is history. And historic.

We are producing a two year “Annual” report because about the time we were ready to prepare the report for 2019, the world changed.

COVID 19 wreaked havoc on the world, and The Loft Cinema closed its doors for the first time ever on March 15. Little did we know then, nor could we have imagined, we would be closed for a year and counting.

With the help of many generous donors, government support and a smart, dedicated staff and an active and involved Board of Directors, The Loft Cinema has managed to navigate these strange waters and find a way to survive, until things return to whatever normal will look like.

This report of The Loft Cinema in 2019 and 2020 is like no other. It tells the story of what we do, how we think on our feet and outside the box. It illuminates the generosity of our community, and yes, it ends with a cliff-hanger. We pledge to do everything in our power to make sure that when 2021 draws to a close, this story has a happy ending.



Peggy Johnson
Executive Director

OUR STORY

In 2022, The Loft Cinema will celebrate 50 years of providing art films to audiences in Tucson and Southern Arizona. The path from 1972 to today has been full of changes and challenges, none more difficult than the closure in March 2020 because of the coronavirus pandemic.

The Loft's path forward is not yet completely in focus. What we know for certain is that everyone involved with The Loft Cinema will work together to bring us back to our original purpose of showing films to live audiences on the big screen. This includes our employees, our Board of Directors, our volunteers, our members, our donors, and our audiences.

We don't know what the "new normal" will look like for The Loft Cinema. It is our intention to return to screening the best new independent films from the US and around the world from an inclusive and diverse group of filmmakers. We will return to our signature events including filmmaker visits, First Friday Shorts, Mondo Monday, Cult Classics, sing-a-longs. Our two film festivals, The Loft Film Fest and the Loft Kids Fest, will return! Our solar cinema will once again hit the road taking free films to urban neighborhoods and rural communities. Our partnerships and collaborations with more than 140 local nonprofits will resume to help raise funds and awareness of issues and stories that matter!

The Loft Cinema is a member-supported cinema, with more than 5,000 memberships and 7,000 individual members. Since 2002,

when The Loft Cinema was transitioned to a 501(c)(3) nonprofit arts organization, admissions have more than quadrupled, with record attendance in 2019 of 231,757.

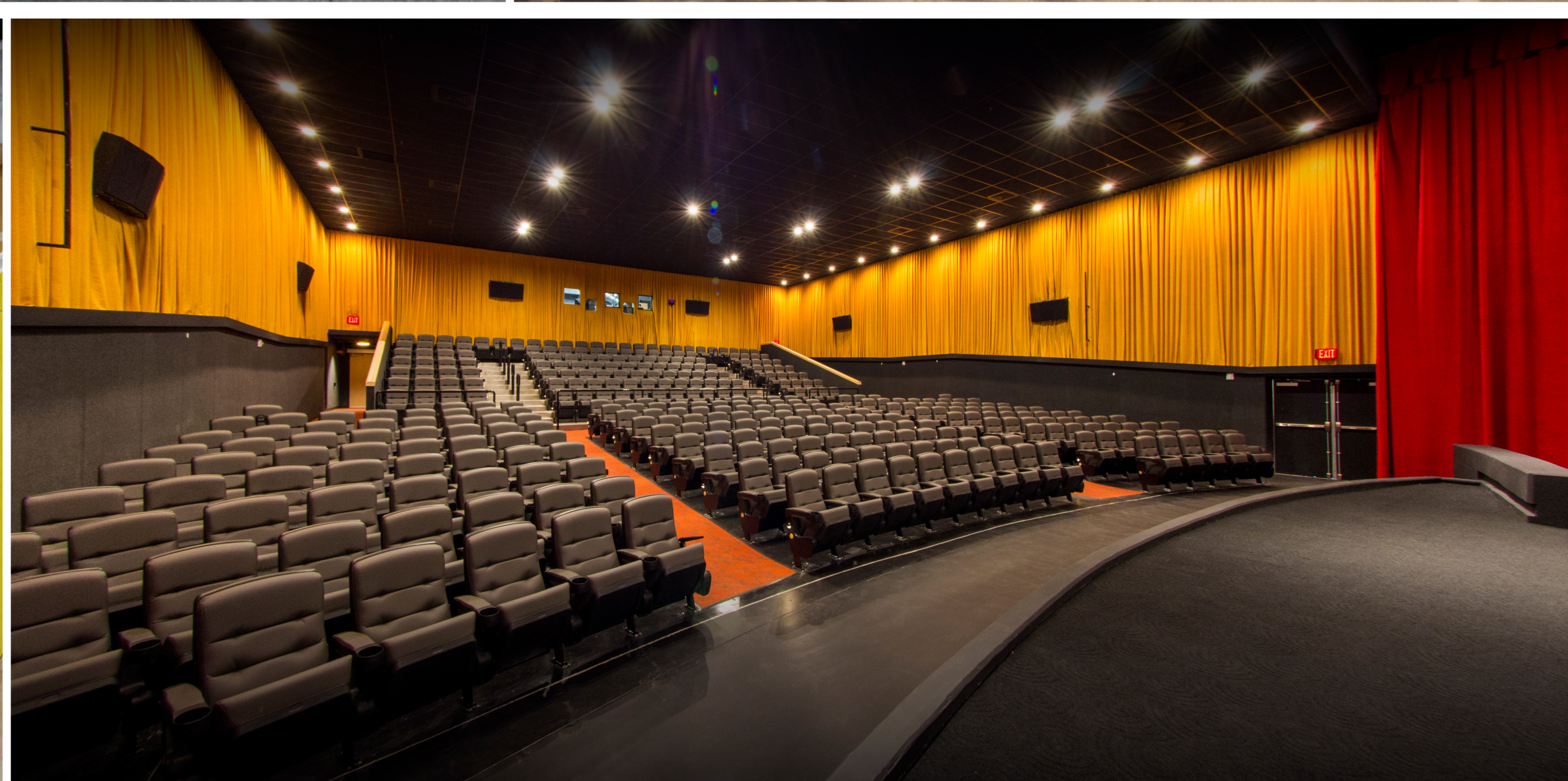
The Loft Cinema is a member of the Sundance Art House Project, based on our excellence of programming and service to our community. The Loft was selected to be an official satellite venue of the Sundance Film Festival in 2021.

Tucson is one of the smaller cities in the US with an independent, nonprofit mission-driven art house. While we collaborate and communicate with our colleagues from peer cinemas, The Loft Cinema is unique and reflects the community of Tucson and Southern Arizona with programming uniquely curated to meet the needs and interests of the many communities of interest that we serve.

The Loft Cinema was voted Best of Tucson by readers of the Tucson Weekly in 2020, after having earned that distinction every year from 2003-2016, and again in 2020!

The Loft Cinema is a member of the International Confederation of Art Cinemas (CICAIE) and the Loft Film Fest is the only American festival to have a CICAIE-juried award.

We are dedicated to making The Loft Cinema one of the most interesting and dynamic art houses in the US and in the world. Thank you to everyone who has helped along the way!



COMMUNITY FEEDBACK

“The Loft is an oasis in a desert of thoughtless entertainment. You’ll always find some form of community involvement because they ARE the community. Independent movies, theme nights, film festivals, free screenings in the park, documentaries, sing a longs, movies with live accompanied orchestra, costume contests without it being Halloween, free kid’s movies during the summer, concessions from local businesses. I could go on and on. It is a community funded theater and that shows in everything they do. The movie goers are just as interesting and diverse as the film’s they show. It truly is a privilege to have The Loft to enjoy and call my own.”

- K Terry, Google

“A wonderful Tucson institution! Worthy of your support! I think what they offer our community is so unique and special that I decided to become a member... and I seldom watch movies, at home or elsewhere! But once or twice a year I see a film (or film panel) here that just blows my socks off.”

- Laura K, Yelp

“My praises for The Loft Cinema, are quite lofty! The Loft Cinema hosts so many wonderful events, that are a staple to my schedule every year. Whenever I am at the Loft Cinema, it’s never “just a movie”. It’s an experience, and I feel like I have found my people! It’s a bit of what makes this wonderful city my home. The Loft Cinema is a key part of the threshold of Tucson, and I hope you check it out, and/or return often!”

- Hannah Makela, Google

“The Loft is kind of magical. My friends and I regularly drive to Tucson from Phoenix just to come here. They’ve got the best selection of films and things that can’t be seen nearly anywhere else. Plus, Scream-o-Rama, Mondo Monday’s, the Lost Film Fest, on and on. The Loft doesn’t disappoint. Thanks to everyone behind the scenes here.”

- Pharaoh Lamothe, Google



AT A GLANCE

SCREEN 1
376 SEATS

Digital Projection, Closed Captions,
Audio Descriptions, Loop Technology
35MM and 70MM



SCREEN 2
85 SEATS

Digital Projection, Closed Captions,
Audio Descriptions and Loop
Technology



SCREEN 3
98 SEATS

Digital Projection, Closed Captions,
Audio Descriptions, Loop Technology
and 3D



- One of 23 Members of Sundance Art House Project
- The only American Member of the Solar World Cinema Network
- The only American film festival member of the International Confederation of Art Houses (CICAE)

48 Years Since The Loft Cinema Has Been Open

18 Years Since The Loft Cinema Became a Nonprofit

7404 Loft Cinema Members (2019)

7439 Loft Cinema Members (2020)

164 Volunteers (2019) 4,238 Volunteer Hours (2019)

230 Donations to Community Nonprofits (2019)

\$24,079 Value of Donations (2019)

BY THE NUMBERS

2019 ATTENDANCE 231,757

2020 ATTENDANCE 50,657
(On track for 240,949 pre-pandemic)

Ages:
18-44 35% 45-64 28% 65+ 37%

2019 NUMBERS ONLY:	5,475 TOTAL SCREENINGS
50 35MM SCREENINGS	272 SPECIAL EVENTS
122 70MM SCREENINGS	122 SPECIAL GUESTS
369 FEATURE FILMS	87 COMMUNITY RENTALS
107 FIRST RUN FILMS	109 EDUCATIONAL EVENTS
390 SHORT FILMS	164 COMMUNITY PARTNERS
111 DOCUMENTARY FILMS	80 FREE SCREENINGS
596 TOTAL DIRECTORS	58 FULL HOUSES IN SCREEN 1
54 COUNTRIES REPRESENTED	52,637 TOTAL FREE ADMISSIONS
38 OFFSITE EVENTS	

WHAT WE DO

The Loft Cinema has developed a comprehensive array of programs and activities designed to serve the entire community. During the COVID-19 close, starting March 15, 2020, most of these programs were suspended. All are expected to return, gradually, starting in 2021.

COMMUNITY PARTNERSHIPS

The Loft Cinema collaborates with dozens of nonprofits and other organizations on screenings and events that allow the groups to promote the understanding of specific issues and to raise funds and awareness.

ESSENTIAL CINEMA

A free series of the most iconic classic art films.

FIRST FRIDAY SHORTS

A monthly competition for local filmmakers to win \$200 and qualify for the finale in May, when the winners of all 12 months compete for \$1,000.

FIRST-RUN FILMS

The best new independent, foreign and documentary films, most in exclusive Tucson engagements.

GUEST FILMMAKERS

Industry professionals, including directors, producers, actors, and writers, interact with audiences and answer questions about the context and artistic content of their work.

JOURNALISM ON SCREEN

An ongoing series pairing films that explore the world of journalism with lively discussions with experts and industry professionals. Presented by The New York Times, the UA School of Journalism, the UA College of Social and Behavioral Sciences and the Arizona Inn.

LATE NIGHT CULT CLASSICS

The greatest cult classics of all time on the big screen.

LOCAL FILM PREMIERES

The Loft Cinema is the venue for premieres of films made in and around Tucson, or by Tucson-based filmmakers, often with the director, writer, producers, cast and crew in attendance.

LOFT KIDS FEST & LOFT JR.

A year-round celebration of family-friendly films with an emphasis on underserved families, featuring an interactive program, hands-on activities, free admission and free popcorn (see page 16 for more details).

LOFT FILM FEST

The Loft Cinema's annual international film festival, presented by Desert Diamond Casinos & Entertainment and National Endowment for the Arts (see page 14 for more details).

LOFT MEMBER SCREENINGS

Loft Cinema members are invited to attend one FREE screening per month on opening night of a new film. Screenings are open to the public at regular admission prices.

MONDO MONDAYS

A series of weird, wild and wonderful films from the Mondo side of the silver screen, every Monday night.

WHAT WE DO CONTINUED

OPEN AIR CINEMA

Launched in September, 2020, and located on The Loft Cinema campus, Open Air Cinema is an outdoor screening space equipped with state-of-the-art DCP projection and FM broadcast sound that offers a wide-range of first-run, classic and special event programming, presented under the stars for a uniquely “Loft” experience.

SCIENCE ON SCREEN

Thought-provoking films, paired with insightful contextual discussions with scientists to create illuminating and entertaining programming that brings the exciting world of science to life on the big screen. Made possible by a grant from the Alfred P. Sloan Foundation and the Coolidge Corner Theatre Foundation.

SHORTS PROGRAMS

The Loft Cinema gives audiences the rare opportunity to enjoy internationally-acclaimed short films on the big screen with annual screenings of nationally-touring shorts programs including the Oscar Nominated Short Films (Animated, Live Action and Documentary), the Sundance Film Festival Short Film Tour, the Manhattan Short Film Festival and Lunafest.

SING-A-LONGS

The most beloved movie musicals of all time come to life at uniquely interactive events where the audience is the star! Onscreen lyrics bring all the songs to life, while prop-filled goodie bags, costume contests and other surprises help bring in the fun! Signature Loft Cinema Sing-A-Longs like *Grease*, *Purple Rain* and *The Very Merry Holiday Sing-A-Long Spectacular* have become annual Tucson traditions!

SOLAR CINEMA

Loft Solar Cinema is a cargo van outfitted with solar panels provided by our friends at Technicians for Sustainability. With the power of solar energy, Loft Solar Cinema projects films on a 20-foot inflatable screen using a state-of-the-art projector and sound system creating unique viewing experiences in underserved rural and urban areas, while indirectly promoting the value of sustainable energy. (see pages 19 for more details).

THEATER RENTALS

Miss seeing movies on the big screen? We miss showing them to you! We are now renting the theatre to groups of up to 20 people!

THE ALL-NITE SCREAM-O-RAMA

A 12 hour scream-errific cinematic slaughterhouse! Thrills and chills await audience members throughout the night with horror classics that are so scandalously shocking, the only way to stay alive is to keep repeating – “it’s only a movie, it’s only a movie, it’s only movie ...”

THE ROCKY HORROR PICTURE SHOW

The Loft Cinema has screened this cult phenomenon Saturdays at Midnight since 1977.

THE SCI-FI SLUMBER PARTY

Sci-fi fans can buckle up for 12 straight hours of intergalactic excitement at the Sci-Fi Slumber Party!, a non-stop excursion into the outer limits of space age cinema, featuring more aliens, robots and apocalyptic insanity than you can shake a light saber at.

VIRTUAL SCREENINGS

During the pandemic, The Loft Cinema started offering first run and classic films to stream at home.



SING-A-LONG!

BOHEMIAN RHAPSODY

CONNECT WITH
@THELOFTCINEA



LOFT FILM FEST 2019

For its 10th anniversary in 2019, the annual Loft Film Fest continued its tradition of bringing the world of cinema to Tucson with an extraordinary line-up of films, guests and special events at The Loft Cinema, while also looking to the future by adding cutting-edge Virtual Reality programming to the Fest for the very first time!

EXCEPTIONAL PROGRAMMING

The eight-day cinematic showcase of exclusive Tucson screenings, running November 7 – November 14, 2019, featured award-winning festival favorites from Berlin, Cannes, Sundance and more; lively Q&A's with internationally-acclaimed industry professionals; provocative discussions; exciting retrospective screenings; Southwest, Arizona and Tucson Premieres; Academy Award-winning films; fearless late night programming and captivating short films. In total, this year's Loft Film Fest presented 47 narrative features, documentaries, short film programs and special events.

ACCLAIMED GUESTS

Loft Film Fest hosted appearances by a number of special guests, including Edward James Olmos, Illeana Douglas, Don Coscarelli, Julia Reichert, Steven Bognar, John Powers, Kirby Dick, Michael E. Olmos, Allison Anders, Alex Cox, Merritt Crocker, Channing Godfrey Peoples, Parisa Barani, Adrienne Becker, Mike Plante, Clement Guerra, Bryan Parras, Cate Smierciak, David Formentin, Kelly Loudenberg, Atalie Kessler and more!

FESTIVAL STATISTICS & HIGHLIGHTS

- Nearly 8,000 people attended the 10th annual Loft Film Fest, both at The Loft Cinema and at On the Road outdoor locations!
- A total of 47 narrative films, documentaries, short film programs and special events were presented!
- Opening night of The Loft Film Fest rolled out the Oscar red carpet with the sold-out Tucson theatrical premiere of Fernando Meirelles' comedy/drama, *The Two Popes*, which went on to receive three Academy Award nominations, including Best Actor for Jonathan Pryce and Best Supporting Actor for Anthony Hopkins!

- Closing night of the Loft Film Fest was one for the history books, as a sold-out crowd was treated to the Tucson theatrical premiere of the highly anticipated thriller, *Parasite*, which went on to win four Academy Awards, making Bong Joon Ho the first Korean filmmaker to win the Best Director Academy Award, and the film itself the first non-English language Best Picture Oscar winner!

- Loft Film Fest titles were selected from top festivals around the world, including Berlin, Cannes, Chicago, Hot Docs, Telluride, New York, Sundance, South by Southwest, Toronto, Tribeca, Venice and more!

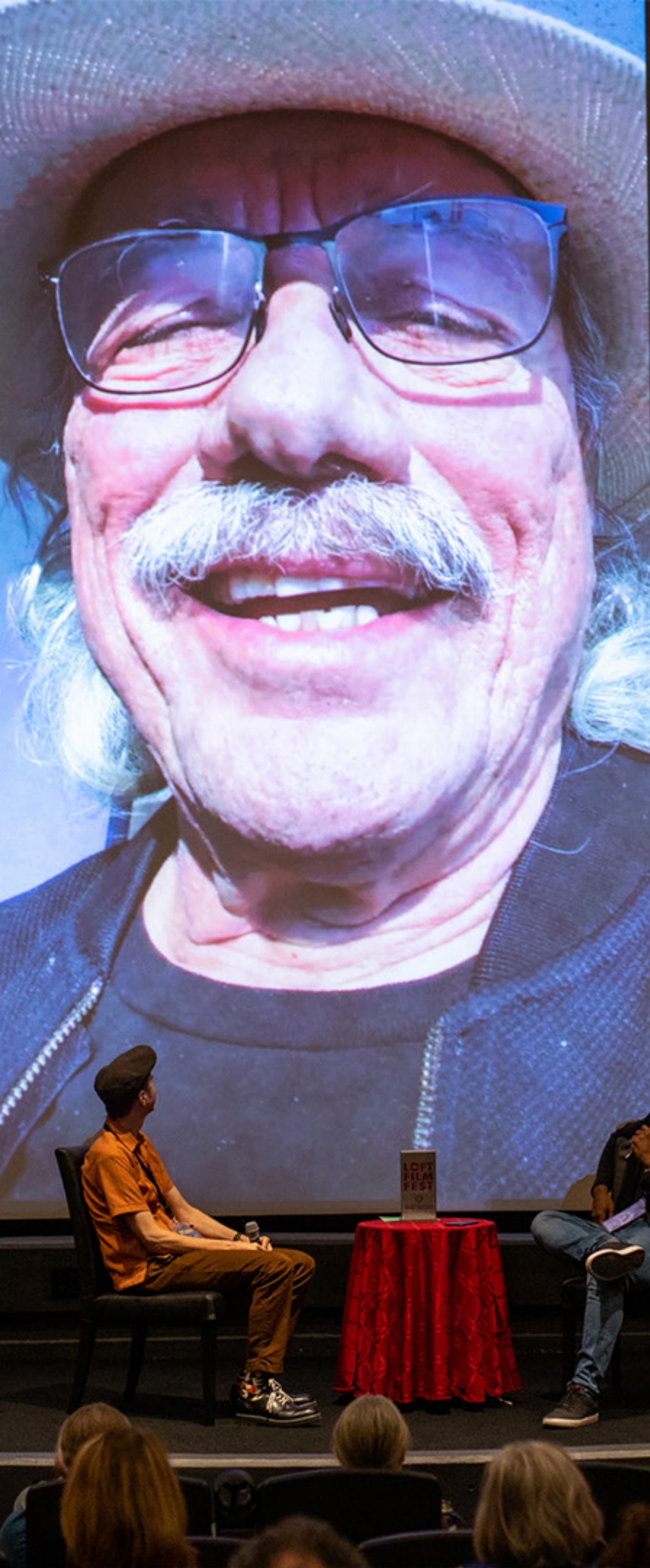
- Loft Film Fest presented 21 Arizona Premieres, 12 Tucson Premieres and 4 Southwest Premieres, as well as 5 Official 2020 International Film Academy Award Submissions (from South Korea, Mexico, Senegal, Sweden and Bulgaria), two Academy Award winners (*Parasite* and *American Factory*), one Cannes Film Festival Palme d'Or winner (*Parasite*), one Cannes Film Festival Grand Jury Prize winner (*Atlantics*), one Best First Feature Ariel Award winner (*The Chambermaid*) and one Sundance Film Festival Best Director Award winner (Julie Reichert and Steve Bognar, *American Factory*)!

- 24 special guests were in attendance, including actors, directors, producers, screenwriters, film critics and other industry professionals!

- Loft Film Fest hosted four Tributes and Award Presentations for **Illeana Douglas** (*Grace of My Heart*), 2019 Lofty Achievement Award; **Edward James Olmos** (*Selena*), 2019 Lofty Achievement Award; **Don Coscarelli** (*Phantasm*), 2019 Lee Marvin Maverick Award; and 2020 Oscar winners **Julie Reichert and Steven Bognar** (*American Factory*), 2019 Social Justice Award presented by Kirby Dick!

- One CICAIE Art Cinema Award (selected by an esteemed panel of international jurors), was presented to the Israeli narrative feature, *Advocate*.

- One unique, immersive Virtual Reality experience was offered - the Tucson Premiere of the Emmy-nominated short film, *Traveling While Black*, presented to audiences in a vintage bus provided by Old Pueblo Trolley.



The Loft Film Fest went on temporary hiatus in 2020, due to the Coronavirus pandemic. In its place, The Loft Cinema presented the first-ever **Loft Short Film Fest**, a 5-day film festival, running November 18 – November 22, 2020, featuring a curated selection of acclaimed, award-winning new short films from festivals around the world, in programs ranging from Live Action and Documentary to Animation and Late Night! The Loft Short Film Fest was presented both theatrically and virtually, with all short film programs premiering live at the Loft Cinema's outdoor exhibition space, Open Air Cinema, followed by an exclusive, limited-time online release the following day. Cash prizes were awarded to Audience Favorites in each program category.

LOFT KIDS FEST

The 13th annual Loft Kids Fest provided free films and fun activities for **4,712** children of all ages in July 2019!

This unique ten-day film fiesta featuring 14 free screenings, free popcorn, educational activities, games, prizes and surprises, has become a much-loved summertime tradition for families in Tucson and Southern Arizona.

Each day of the Loft Kids Fest offers a different film, from beloved classics and foreign discoveries to popular contemporary favorites, and every film is a show, with interactive pre-screening fun hosted by community partners including Mildred & Dildred Toy Store, Friends of the Pima County Library, Tucson Village Farm, Reid Park Zoo and more!

DURING THE 2019 LOFT KIDS FEST, WE GAVE AWAY

4,712 BAGS OF POPCORN

1,000 EEGEE'S DRINKS
(Courtesy of Eegees)

1,358 BABY CARROTS

500 BOOKS
(Courtesy of Friends of the Pima County Library & Pima County Public Libraries)

468 CUPCAKES
(Courtesy of Cakes for Causes and The Loft Cinema)

The 2019 Loft Kids Fest film program represented 11 countries: China, Czech Republic, Japan, The Netherlands, New Zealand, Poland, Russia, South Africa, Sweden, UK and USA.

In July, 2020, our 14th annual Loft Kids Fest went Virtual with **The Loft Kids Fest at Home**, featuring ten days of great family-friendly movies that viewers could stream for free! Each day's film was preceded by an international animated short that could also be streamed for free, along with a unique pre-taped Kids Fest bonus video featuring an original film introduction, a fun crafting-at-home demonstration, raffles and surprises, created by The Loft Cinema staff and some of our dedicated community partners!

The response to this new (and temporary) Virtual format for the Loft Kids Fest was overwhelmingly positive, generating such viewer comments as:

“I can’t thank you enough for organizing these wonderful craft segments, shorts, films and messages to the kids!”

“It feels just like being at the Loft Kids Fest.”

“My kids are just over the moon, especially when times have been so uncertain and confusing for them.”

“Thank you SO much for bringing some of the fun we miss so much out in our community right to us. It means the world to us.”



LOFT SOLAR CINEMA 2019

In 2019, Loft Solar Cinema continued to expand its reach and engage new audiences, increasing the total number of people served from just over 5,000 the previous year to a record number of over 8,000! Audiences across Southern Arizona enjoyed a total of 35 family-friendly films screened under the stars, and participated in moderated discussions at many of these screenings. Loft Solar Cinema is a traveling cinema program, taking films to underserved rural communities and urban neighborhoods throughout Arizona with the use of a cargo van outfitted with solar panels and batteries to power a 20’ inflatable screen and state-of-the-art projection and sound system. By partnering with local stakeholders, Solar Cinema is curated to reflect the specific interests of each community.

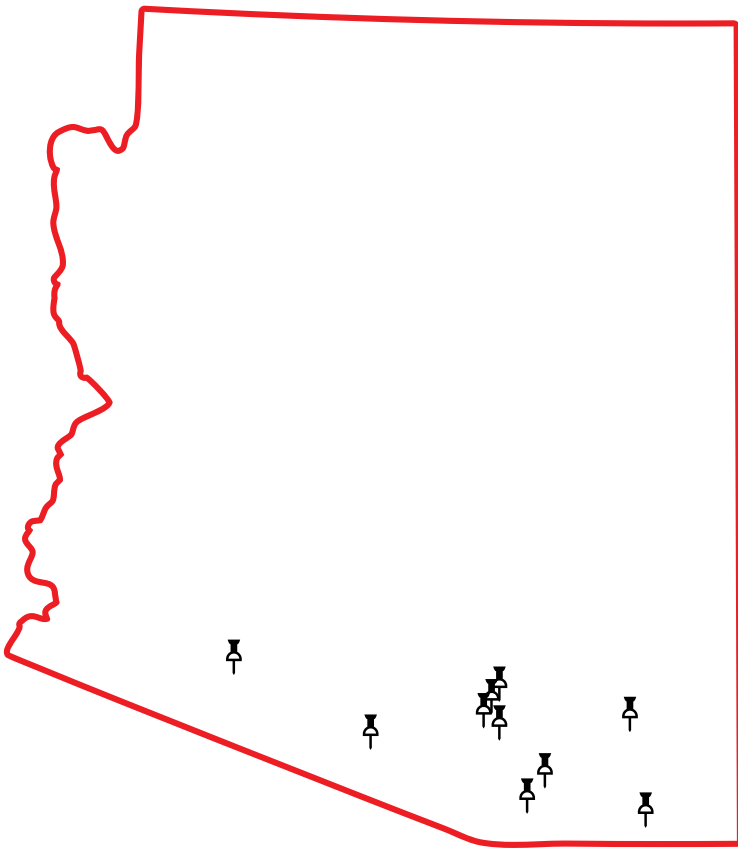
From a screening of the gripping Indigenous activist documentary *Warrior Women* on the San Xavier District of the Tohono O’odham Nation, to an outdoor Science on Screen presentation of the sci-fi classic *2001: A Space Odyssey* at Spacefest, featuring a pre-film discussion with star Gary Lockwood and a panel of NASA astronauts, to a Loft Kids Fest kick-off party at Himmel Park, where over 1,000 children and their families enjoyed a hilarious collection of vintage *Looney Tunes* cartoons, Loft Solar Cinema is carefully programmed to connect with a wide range of different communities, and to provide a memorable cinematic experience for all who attend.

With funding from Desert Diamond Casinos and Entertainment and a grant from the National Endowment for the Arts, Loft Film Fest On the Road takes festival-quality films to venues throughout Arizona. In 2019, LFF on the Road hosted 15 film events, partnered with 16 community organizations, and featured screenings of recent film festival hits *The Guardians*, *Warrior Women*, *Inventing Tomorrow*, and *Awake: A Dream from Standing Rock*, along with a screening of the 1998 Sundance Film Festival award-winner, *Smoke Signals*.

SOLAR CINEMA SCREENINGS: 35
SOLAR CINEMA PARTNERS: 33

TOWNS VISITED:

Ajo
Bisbee
Dragoon
Patagonia
San Xavier District of the Tohono O’odham Nation
Sells
Sonoita
South Tucson
Tohono O’odham Nation
Tucson



SOLAR CINEMA PARTNERS

Aikido at the Center Tucson	Flowers and Bullets	Palo Verde Park Association
Amerind Foundation	General Dentistry 4 Kids	Parents as Teachers: Special Needs
Arizona Public Media	Girl Scouts of America	Patagonia Public Library
Ben’s Bells	Golf N’ Stuff	Pima County Food Alliance
Casa de los Ninos	Humane Society of Southern Arizona	San Xavier Cooperative Association
Cats After Dark	Indigenous Womxn’s Sharing Circle	Schuk Taok District
Center for Creative Photography	International Sonoran Desert Alliance	Spacefest
Central School Project	Ironwood Pig Sanctuary	The Dread Fleet
Children’s Museum Tucson	Las Milpitas Community Farm	Tucson Jewish Community Center
Cirque Roots	l’oligam Youth Alliance	Tucson Parks and Recreation
Community Food Bank of Southern Arizona	Old Tucson	Zia Record Exchange
Empire Ranch Foundation		

Loft Solar Cinema went on hiatus in 2020 due to the Coronavirus pandemic, with several screenings already scheduled for the year either canceled or postponed.



TOP TEN AT THE BOX OFFICE 2019/2020

01. PARASITE

02. LINDA RONSTADT: THE SOUND OF MY VOICE

03. LITTLE WOMEN

04. JOKER

05. THE FAREWELL

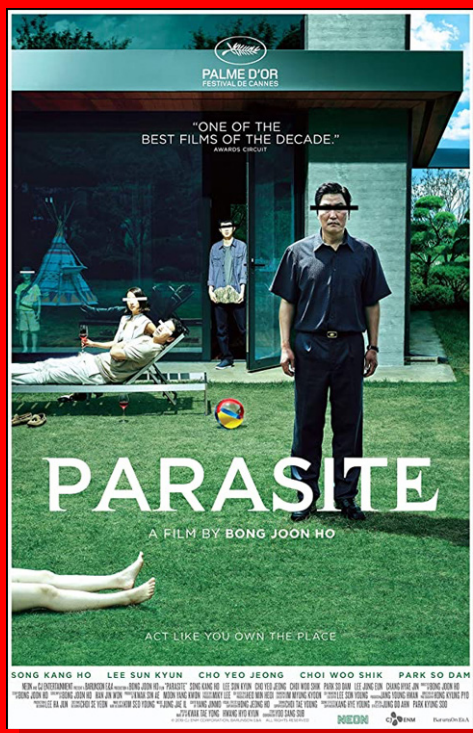
06. FANTASTIC FUNGI

07. ECHO IN THE CANYON

08. IF BEALE STREET COULD TALK

09. BIGGEST LITTLE FARM

10. AMAZING GRACE



MONTH-LONG SERIES 2019/2020

The Loft Cinema's signature monthly series were suspended in March 2020, and are expected to resume at some point in 2021 or 2022.

THE FILMS OF NICOLAS ROEG

2019 OSCAR NOMINATED SHORT FILMS

THE FILMS OF MARLENE DIETRICH

THE FILMS OF TAIKA WAITITI

THE FILMS OF BONG JOON-HO

THE FILMS OF CHER

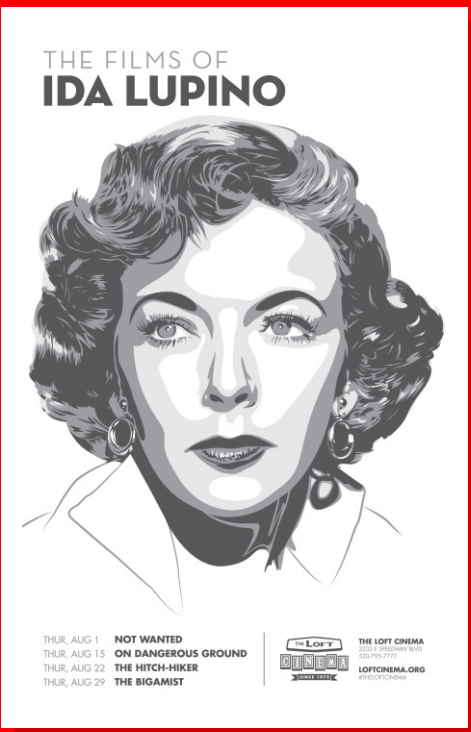
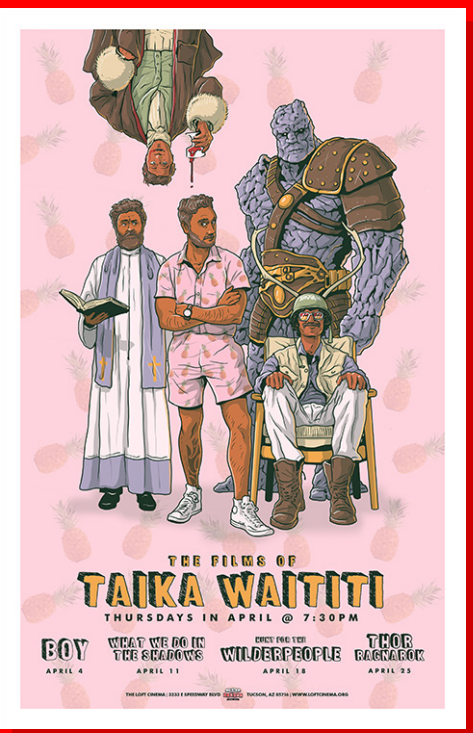
THE QATSI TRILOGY

THE FILMS OF IDA LUPINO

ANIME ESSENTIALS

2020 OSCAR NOMINATED SHORT FILMS

THE FILMS OF AGNÈS VARDA



FINANCIAL DATA

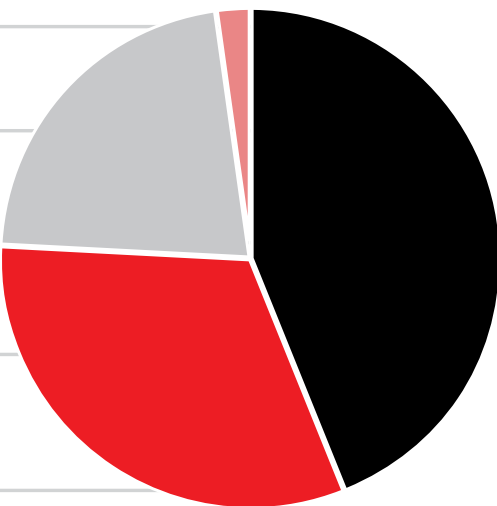
The Loft Cinema experienced phenomenal growth since transitioning to a nonprofit arts organization in 2002. That growth was on a trajectory to continue in 2020 until the pandemic forced the cinema to close for the first time in its 48-year history.

As the data shows, several revenue streams dropped sharply in 2020. This deficit was offset by an increase in fundraising revenue and a drastic reduction in expenses.

	2017	2018	2019	2020
GROSS REVENUE	\$2,993,975	\$3,166,718	\$3,288,608	\$1,940,134
ATTENDANCE	217,877	235,053	231,757	50,657
BOX OFFICE REVENUE	\$1,230,570	\$1,395,773	\$1,433,056	\$415,184
CONCESSIONS REVENUE	\$632,182	\$711,314	\$717,970	\$242,801
MEMBERSHIP REVENUE	\$539,360	\$574,985	\$589,916	\$455,010
MEMBERSHIPS	4,183	5,119	5,109	5,095
TOTAL MEMBERS	6,108	7,439	7,404	7,439
TOTAL FUNDRAISING REVENUE	\$974,895	\$914,837	\$1,065,776	\$1,145,725
TOTAL ASSETS	\$3,468,521	\$3,304,059	\$3,437,000	\$3,522,598

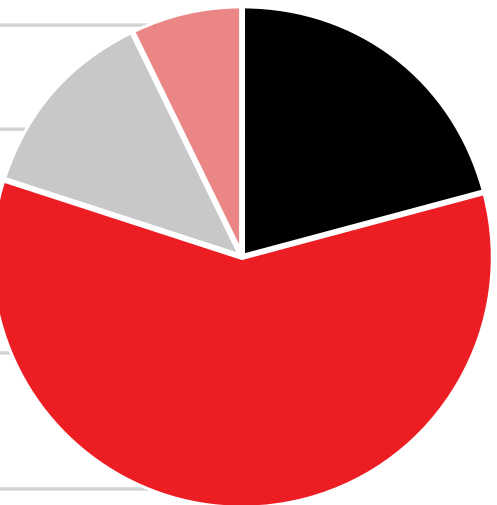
2019 REVENUE \$3,288,608

● BOX OFFICE	\$1,433,056	44%
● FUNDRAISING	\$1,065,776	32%
● CONCESSIONS	\$717,970	22%
● OTHER (Rentals, In-Kind, etc.)	\$71,806	2%

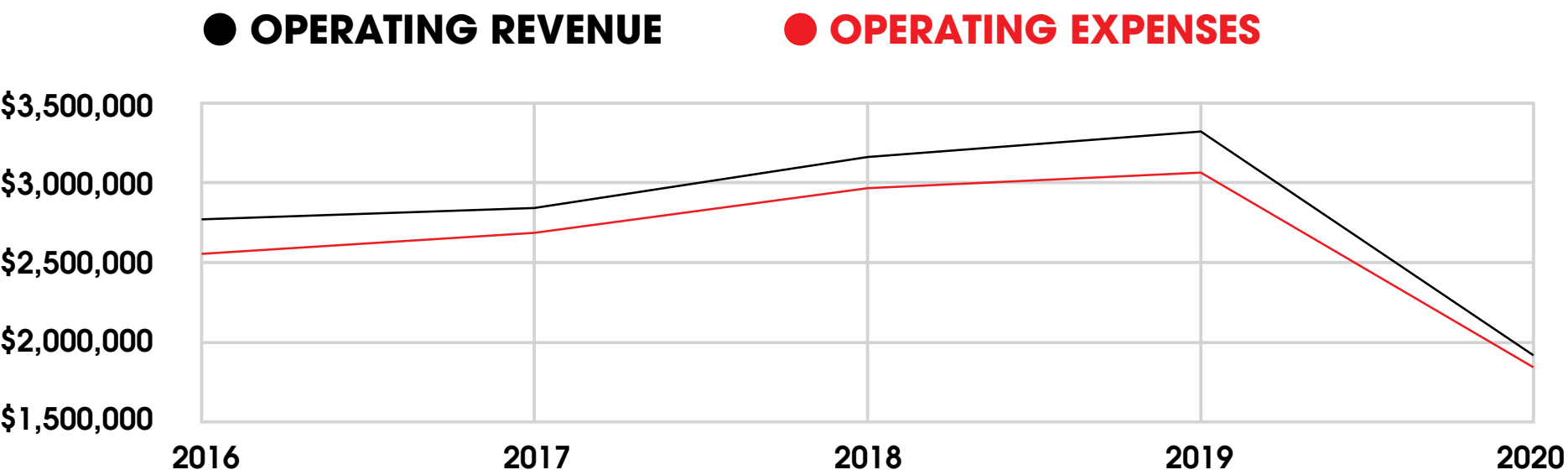


2020 REVENUE \$1,940,134

● BOX OFFICE	\$415,184	21%
● FUNDRAISING	\$1,145,725	59%
● CONCESSIONS	\$242,801	13%
● OTHER (RENTALS, IN-KIND, ETC.)	\$136,424	7%



2016-2020 OPERATING REVENUE AND EXPENSES



WEBSITE TRAFFIC

725,146 Users
1.4 million Sessions
2,733,966 Page Views



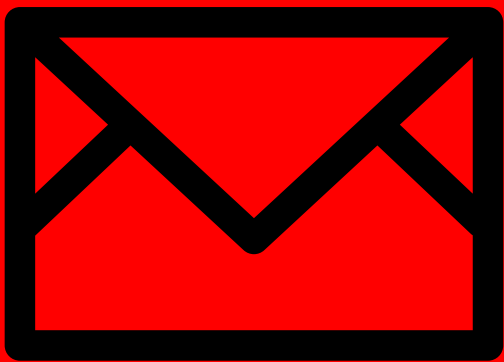
FACEBOOK
36,701 Followers

PRINTED FILM GUIDES (2019)

20,000 copies distributed by mail
and at many local businesses
every month.



INSTAGRAM
24,700 Followers



EMAIL LIST
20,265
MAILING LIST
14,059



TWITTER
8,284 Followers

MEDIA OUTLETS THAT COVERED THE LOFT CINEMA

ARIZONA DAILY STAR
ARIZONA DAILY WILDCAT
ARIZONA PUBLIC MEDIA
ARTS FOUNDATION FOR SOUTHERN ARIZONA
CRITERION COLLECTION
FILM COMMENT
FILM INDEPENDENT

INSIDE TUCSON BUSINESS
KGUN9
KXCI
MCLIFE TUCSON
NARCITY.COM
SOUTHERN ARIZONA GUIDE
THE AZ WEEKEND

THE CRITERION CHANNEL
THIS IS TUCSON
TUCSON LOCAL MEDIA
TUCSON TOPIA
TUCSON WEEKLY
TUCSONCOMEDY.COM
VULTURE

THANK
you!

\$50,000+

Arizona Commission on the Arts

**Arts Foundation for Tucson and
Southern Arizona**

Stephen Golden and Susan Tarrence

Max McCauslin

\$10,000-49,999

Anonymous

Anonymous

Buffalo Exchange

Joseph Chambers and David Daniell

**Community Foundation for Southern
Arizona**

**Desert Diamond Casinos and
Entertainment**

Fresco Pizza

Muriel and Marc Goldfeder

Edna Gray

Allen and Kim Halper

Peggy Houghton and Paul Garner

Peggy Johnson and Joe Tarver

Bonnie Kay

Paul and Mary Koss

Local First Arizona

Jan and John Mueller

National Endowment for the Arts

Adib Sabbagh and Vivi Sabbagh

Sundance Film Festival

Zocalo Magazine

Amy Zuckerman

DONORS 2019/2020

\$5,000-9,999

Anonymous

Anonymous

Anonymous

Aloft Tucson

Ron and Nancy Barber

Bario Brewing

Kathryn Bates

Richard Bates

Betsy Bolding

Broadway in Tucson

Arch and Laura Brown

Butkiewicz Family Foundation

Eric Carr and Richard Rhoads

The Coolidge Corner Theatre
Foundation

Eric Fest and Gina Reyes

Geico

Pam Grissom

Suzanne “Zippy” Gross

Rick and Linda Hanson

Suzanne and Les Hayt

Susan and David Hazan

Gary and Joni Jones

Michigan Theatre Foundation

Mother Road Brewing

Laurie and Tom Pew

Pima County Public Library

Rusing, Lopez & Lizardi

Jeanne Sharp

Harriet Silverman and Paul Smelkinson

Elizabeth Smith

Elna Tsao

Sam and Linda Yalkowsky

DONORS 2019/2020

\$2,500-4,999

Kathy Alexander and Paul Lindsey
Bess Spiva Timmons Foundation
John Blackwell and Denice Blake
Catalina In-Home Services Inc.
The Community Food Bank
Dennis and Sevren Coon
Cox Communications
Christine Curtis
Emerge! Center Against Domestic Abuse
Susan & Appy Chandler
Ronna Fickbohm and Jeff Willis
Price Fishback and Pamela Slaten
Danielle and Russell Fix
Sheryl and Robert Greenberg
The Gregory School
Jaime and Linda Gutierrez
The Hermitage Cat Shelter
Joel Ireland
Julie T Kasper
Meredith Keith-Chirch and
Andrew Chirch
Judy and Arthur Kidder
Gabriela Laz

Long Realty Cares Foundation
Suzi Manara and Edward Broesamle
Mountain Vista Unitarian Universalist Congregation
Ping Pong Media
David Nix and Ellen Wheeler
Eleanor Ortega
Luis A. Ortiz and Melissa Fitzgerald
Pima Federal Credit Union
Barbara Provus and Fred Wackerle
Rona Rosenberg
Jennifer Schneider
Richard and Jasmine Seagrave
Sierra Nevada Brewing Company
Ron and Marcia Spark
Tucson Audubon Society
Tucson Touch Therapies
The University of Arizona College of Social
and Behavioral Sciences
The University of Arizona School of Theatre,
Film & Television
Andrew Watson and Cammie Neumann
James Wezelman and Denise Grusin
Patricia and John Whitehill
Martin Willett and Sally Darcy
Zia Records

\$1,000-2,499

Anonymous
Anonymous
Anonymous
Anonymous
Anonymous
Stephanie and Jack Aaron
Marcy Albert and Annie Levy
Jim and Fran Allen
Annette Hartman Catering
Richard and Deborah Apling
Arizona Ballet Theatre
Angie Armstrong
Frank Babb and Betsy Babb
Kim Banks
Mary Ellen Bartholomew
Christina Bascom
Kerstin Block
Brad and Katie Bohnert
Bookmans
Daniel Boros and Xin He
Bina Breitner
William Burrus and Nancee Wood

DONORS 2019/2020

Cakes for Causes

Mary Carryer

Casa Video

Rick Castellini and Trudi Hoffman

Aida Castillo-Flores and Glenn Furnier

Edward Chillak

Commerce Bank

Community Foundation of

Southeastern Massachusetts

Jacey and Nicole Coy

Sue Darling

Jennifer Dawson and Jon Benda

Karen DeLay and Bill Sandel

Derailed Distribution

Desert Island Records

Gary Dillahunty and Jane Decker

Carol and Robert Dorsey

Dow Jazz Films LLC

Effective Signs Ltd.

Mathan Erhardt

Etherton Gallery

Martin and Maureen Fox

Milton Francis and Marilyn Heins

Theran Frederick

Friends of PACC

Friends of the Pima County Public Library

Gerald and Barbara Goldberg

Richard and Susan Gray

Robert and Karol Gugino

Phil and Anne-Marie Hall

HBL CPAs, P.C.

Mary Ellen Heard

Helen Holliday and John Baffert

Humane Society of Southern Arizona

Bruce Irby and Sharon Bundy

Jewish History Museum

Liz Kanter Groskind and Eric Groskind

Michael and Beth Kasser

Sali Katz

Law Office of Kay Richter

Kay Lehman and Vince Baker

Alan Levenson and Rachael Goldwyn

Lori Levine and Gary Benna

Dennis Lincoln and Monica Fontes

Literacy Connects

Live Theatre Workshop

Elise Lopez and Robert Hanshaw

Ivan Loughman-Pawelko

The McCarthy Law Firm

Harry and Marie McDermott

Hal Melfi

Shawn Miller and Kathleen Washburn

Museum of Contemporary Art Tucson

Heather Molina

Michael and Debbie Moynihan

Buddy and Charlotte Mullis

Carol Nigut

No Kill Pima County

Elaine Rose and Chuck O'Hara

Onda Guey Courier

Deborah Oseran and Bobby Present

Lefteris Papanikolaou and

Armando Robles

Hilary Patterson

Rici Peterson and Michael Seibold

Homer Pettey and Jennifer Jenkins

Pima Community College Center

for the Arts

Pima Dermatology

Plus Size Pilates LLC

Chris Pray

ProVentures Inc

DONORS 2019/2020

Judy Purze
Robin Rainwater
Julie Randall and Fritz Redgrave
Michael and Lorraine Ray
Timothy Reckart
Michael Rojas and Michael Deehan
Jill Rosenzweig and Herschel Rosenzweig
Bart and Marcella Schannep
Claire Scheuren
Paula Schlusberg and Tres
Neva Schuelke
Sue Ellen Schuerman and Robert Erbe
Gwen Scott and Douglas Wall
Anita Sego
Joe and Nancy Sharkey
Andy Silverman and Starr Sanders
Something Something Theater Company
Southwest Gas
Letizia Stanghellini and Mark Dickinson
Eileen Starr
Barbara Stokely
Joanne Stuhr
Tucson Guitar Society
Tucson Museum of Art

Tucson Parks and Recreation
The University of Arizona College of Humanities
The University of Arizona Libraries
The University of Arizona School of Psychiatry
Visit Tucson
Alayna Wiley and Pete Lawrence
Winding Road Theater Ensemble

\$500-999

Anonymous
Anonymous
Anonymous
Paul Adamsbaum and Dale Adamsbaum
Ilana Addis and John O'Dowd
Alliance Francaise of Tucson
Louis and Neen Alrutz
Arizona Primary Eye Care
Arizona Theatre Company
Gina Austin and Kate Tynan
Lesley Bailey
Deborah Baker
Linda and John Baker
Patrick Barabe and Heather West
Karen Barragan

Carl Bauer and Brooke Bedrick
Katie Belk-Arenas and Miguel Arenas
John and Yolanda Bernal
Toby Bernstein and Lynn Freeman
Gurtina Besla and Destry Saul
Anne Betteridge and Jalal Sadeghi
Lisa Bibbens and Mimi Petro
Michael Bilharz and Ethan Cox
Brenda Bird
Brian and Susan Boylan
Marisa Bragoni and Dan Schnoll
Dan and Cindy Brocious
Carl Brown and Georgia Davis
Clareann Bunker and William Lindgren
Kenneth Callicott
Liz and Kent Campbell
Thea Canizo
Neal Cash and Sally Grant
Catalina United Methodist Church
Clem and June Chase
Children's Museum Tucson
Sara Cohen
CJ and John Collins
Christine Conte and Joel Viers

DONORS 2019/2020

Carolyn Cooper and John Sharawara

Coyote Taskforce Inc

Robert Crawford

Eleanor Crosfield and Michael DeSantis

Danielle Crounse and Kevin Potter

George and Marjorie Cunningham

Gail and Michael Cusack

Chelsea and Pablo de la Cruz

Phil Derkum and Flora Yee

The Desert Leaf

Cynthia and Kevin Devine

Ruth and Stephen Dickstein

Darryl and Mary Ann Dobras

Lorel Donaghey

Mickey and Jan Dowling

Michael Duer and Kristi Sagar

Jeff Dufford and Edward Bounds

Frossie Economou and Tim Jenness

Pat Engels

Susan and Richard Enholm

Terry and Mel Etherton

Carol Evans and John Shepard

Susan Ferrell and Tony Fines

Leonard Fieber and Kristine Moran

Randy Fisher

Mary Lou Forier and John Wahl

Benjamin Fraser and Abby Fuoto

Timothy Fuller and Robin Hiller

Roger Funk and Douglas Noffsinger

Frank and Liz Gallego

Mary Ganapol

Judy Gans and Joe Kalt

Adam Geary and Steven Johnstone

Ursula Geck and Mark Labovitz

Renee Geffen

JoAnn Gehrels and Kris LaFleur

General Dentistry 4 Kids

Katherine George and John Duclos

Gabriele Gidion

Cindi and Stephen Gilliland

Julie Goddard and Bruce Freidman

Chris and Kelly Goldsmith

Steve Gottlieb and Laura Penny

Peggy and Steve Goulding

Lyn Green and Kelly Fremming

Bill and Stephanie Greener

Katherine Gregg and Maureen Metcalfe

Laura Gronewold and Chad Blair

Kay Grossman

William Guffy and Karen Smith

Shelli Hall Lipinczyk and Bob Lipinczyk

Michael Hamant and Lynnell Gardner

David and Anne Hameroff

Terri and Scott Hamstra

Margaret Hardy and Danny Rowland

Holly Harper and Boaz Rabin

Carolyn Hausam and Marshall Turley

Becky Heilman and Jamie Ferensic

Sandy and Elliott Heiman

Sandra Helton and Norman Edelson

Terry Hersh and Rocco Santangelo

Harley Higbie and Kelly Linebaugh

Tim and Heather Hilzendeger

Wanda Hofmann and John Ellis

Thomas Holaday and Bruce Lehmann

Gerri and Barry Holt

Adam and Leigh Hooper

Todd Horst

Peter and Meg Hovell

Peter and Terese Ireland

Marsha and David Irwin

Jill Jankowski

DONORS 2019/2020

Courtney Johnson

Marilyn Johnson and Ralph Van Dusseldorp

Margaret and Michael Joplin

Laurie Jurs and Jennifer Clarke

Ken Kalina and Jane Erin

Lynn and Chris Karabinas

Bob and Nancy Kaye

Kathryn Kellner and Richard Brown

Elizabeth Kennedy and Bobbi Prebis

Dawn and Jim Kerwin

Dale Keyes

Nadia Khatib and Chad Westerland

Mindy Kim

Sheila Kirt and Tim Halstead

Marsha and Donald Klein

Steve and Elisabeth Klingler

Robert Kovitz

Margaret Lacey and Julianne Hurst-Williams

Holly and Guest Lachowicz

Madeleine Lapointe and Ron David

Daniela Lax and Linda Snyder

Tina and Maria Lee

Carol and Steven Lefelt

Rhonda Letzkus

Cathleen Linn and Jonathan Reich

Craig and Kathy Little

Kristin Little and Mac McCallum

Nancy and Wendell Lutz

Kurt and Helen Mackey

Andrew Mahoney and Suezie Kim

Jim and Lia Maland

Anne Maley-Schaffner and Tim Schaffner

Frank Mascia and Jeanne Taylor

Lucy Masterman

Warren and Felicia May

Margy McGonagill and Garry Bryant

Margaret McHenry and Brent Nixon

Anne and Lewis Meinhausen

Jeff Michler and Anna Josephson

Liz Miller and Paula Johnson

Jojene Mills and Paul Wheeler

Trudy Mills and Marc Fink

Vicki Mills and Robert Mitchell

Mirasol

Abby and David Mogollon

Lawrence Moher and Linda Lyle

Bill Montfort and Martha Narro

John Moyer and Will Moyer

Jan Mulder and Greg Bedinger

R C Nakai and Pamela Hyde Nakai

Bethany Neumann

Tom and Caren Newman

Leslie Nixon and Barry Kirschner

Marcey Olajos and Ron Lee

Kathleen Ortega and Lawrence Johnson

Ellen Paige and Fred Elling

Susann and Stephen Paige

Anne Parker and Dean Pielstick

Lewis and Floy Parkhill

Jami Parrish and Bill Harryman

Nancy Patania Brown and Neal Ekker

Cory Patton

Mary Peterson and Lynn Nadel

Andy Pfannenstiel and Helena Holmes

Brandon Phillips and Mia Asher

Nancy Pitt

Nancy Polster

Joan Powell and Marta Reents

Sylvia Pozarnsky and Tom Riley

Barton Prieve and Sharon Withrow

Katy Prudic and Jeff Oliver

Nancy Puckett

DONORS 2019/2020

Jim Puliafico and Brad Harris

Steve and Arlene Purdy

Marsi and Andy Quigley

Linda Quinn and Anita Quinn

Mark Raven and Ellen Shenkarow

Steven Rayle and Laura Tennen

Rincon Congregational UCC

James and Arlene Ripley

Mary Rodgers-Hall and Jim Hall

Susan Rogers

Rhonda and Joe Rosenbaum

Madelon and Alan Rubens

Jim and Elouise Rusk

Miguel Salazar

Erlinda Santa Maria

Larry and Linda Schloss

Trisa and Andrew Schorr

Kathryn Schrag and Martin Levowitz

James and Sheila Schultz

Diana Sewell

Joe L and Beth Smith

Norene Smith and Paul Overvold

Vernon and Candace Smith

Rich Snyder and Linda Jensen

Cheryl Soloway

Southern Arizona Blues Heritage Foundation

Amber St John

Connie Stapleton and Diane Deyoe

Julie Steffen and Detlev Pansch

Eve Stern

Thomas Stevenson and Nadia Hibka

Darrell and Linda Stewart

Gregory Strang and Chiara Altobelli

Camilla and Nick Strausfeld

Alana Stubbs and Roy Loewenstein

John Szafranski and Cynthia Shoemaker

Diane and Jim Thevenot

Luc and Mary Thiltges

Caroline Tompkins and Miri Fleming

Beth Trapp and Robert Schalk

Tucson Desert Song Festival

Tucson Fringe Festival

Tucson Symphony Orchestra

Hester van Heemstra

Clague Van Slyke III and Marjorie Van Slyke

Don and Bobbie VandeGriff

Vantage Bowling Centers

Marianne VanZyll

Melissa Vito

Ted and Mary Waldron

Debbie Wallace and Bill Adams

Felicia Wallace

Howard Ward and Monique Kundrat

John and Tilly Warnock

Barbara Warren

Rob Waters and Robert Alpaugh

Elliott and Wendy Weiss

Milagra Weiss and Matthew Kaplan

FM Westra

Michael White and Marlena Denney

Neal Williams and Julianne Hurst-Williams

Benjamin Wilson

David and Roxanne Wilson

Paul Winick and Ronda Lustman

Laura and Craig Wittman

Alisa Wolfe and Brett Christenson

Judy Wood and Adrian Barton

Ann Zabłudoff and Dennis Zaritsky

Ken Greenfield and Ruth Zales

Alexander Zwart and Hester Oberman

VOLUNTEERS 2019/2020

Akowsky, Emily
Albert, Marcy
Aldag, Art
Awad, Kyle
Banks, Cathey
Bastin, Christopher
Bauer, Job
Belleranti, Emily
Benhardt, Sarah
Bickster, Jack
Bidegain, Natalie
Bike, Maureen
Boccio, Frank Jude
Bonjouklian, Deb
Boose, Martha
Broderick, Meg
Bronson, Shannon
Buckley, Mary
Calderon, Tessa
Caperon, Christian
Carr, Eric
Carrera, Linda
Casali, Amber
Casali, Michael
Center, Sheri
Chandler, Reed
Clark, Florence
Classen, Carolyn
Cochiolo, Mike
Contreras, Yolanda
Cover, Susan
Cozzi, Emma
Darnell, Bill
Delone-Wilton, Irina

Denis, Susan
Derek-Harris, Adam Wilson
DeRobertis, Lydia
Des Lauriers, Jeanette
Dickey, Mary Beth
Dillard, Adrienne
DiSante, Nicole
Dixon, Kathy
Dolenac, Paul
Dominie, Holly
Duff, Caroline
Enholm, Susan
Epstein, Joan
Estrella, Katy
Fay, Thane
Fitzpatrick, Kate
Fix, Danielle
Ford, Michael
Foster, Joel
Fragozo, Gabby
Frederick, Theran
Gaither-Banchoff, Abby
Gallagher, Brooke
Garcia, Sue
Gold, Marcia
Gonzales, Ramon
Gordon, Mary
Gregory, David Ferreira
Guest, Norma
Guevara, Al
Guido, Ann
Gyuro, Zoe
Hanusiak, Artemis
Harden, Henry

Harris, Ardeen
Harrison, Howard
Harted, Kara
Hefner, Aaron
Heisley, Linda
Hida, Rodica
Hoag, Andrea
Hojjat, Michael
Horn, Maureen
Huff, Nancy
Hurst-Williams, Julianne
Jankowski, Jill
Jaxel, Ashley
Judge, Lizz
Kauffman, Elsa
Kean, Kim
Kerner, Char
Kidder, Art
Kidder, Judy
Klinkhamer, Lauren
Koehmstedt, Jennifer
Kosek, Janine
Lacey, Margaret
Larason, Kathy
Latack, Janina
Leones, Samantha
Lowe, Eugene
Luber, Diane
Lubis, Hannah
Lundin, Dante
Lundock, Johnny
Margalit, Sela
Margolis, Carol
Matyjasik, Erin

Mauro, Kathy
McAllister, Anne
McClure, Madeline
McClure, Tana
McDonough, Samantha
McHenry, Margaret
Medrano, Josue
Milczarek, Daphne
Miller, Janet
Murphy, Carol
Nixon, Brent
O'Mahony, Michael
Oneil, Marge
Ontiveros, Melinda
Pauley, Mike
Ponsero, Alise
Provotorova, Nadezhda
Purze, Judy
Racette, Marie-France
Ragano, Caroline
Ramirez, Javier
Ramzel, Alex
Redgrave, Fritz
Rezende Tsao, Maya
Richings, Ken
Riggenbach, Jorga
Rodriguez, Emma
Russell, Billy
Sanchez, Nikki
Sanderson, Nancy
Santana, Brian
Savel, Clarissa
Schivone, Tina
Schneider, Franz

Schubach, Meredith
Sharp, Laura
Sinnott, Kathy
Smith, Beth
Smith, Joe
Smith, Ting
Soloway, Cheryl
Staten, Ed
Stefan, Jon
Stephenson, Donna
Stewart, Jeff
Stokes, Greer
Stratton, Ainsley
Struminger, Janin
Swiatek, Edith
Temlock, Yonah
Thompson, Deb
Tiedje, Kathie
Tomizuka, Mila
Tompkins, Caroline
Townsend, Becky
Tucker, Julia
Ugonna, Zaria
Waites, Susan
Warren, Greer
Wasserman, Joan
Webster, Richard
White, Sean
Wong, Jasmine
Woodmansee, Ana
Woodruff Humphreys, Amrita
Youngblood, Sharon
Younghans, Ray
Zagula, Loraine

LOFT CINEMA STAFF

Peggy Johnson

Executive Director

Zach Breneman

Deputy Director

Jeff Yanc

Program Director

J.J. Giddings

Marketing Director

Jonathan Kleefeld

Finance Director

Amber Kleefeld

Director of Membership and Donor Services

Shawna DaCosta

Director of Education and Engagement

Matt McCoy

Deputy Marketing Director

Ben Mackey

Marketing Associate

Daniela Ontiveros

Administrative Assistant and Outreach Coordinator

Candace Ripley

General Manager

Pedro Robles-Hill

Operations Manager

Marcel Jeanisse

Assistant Manager

Ana Quiñones

Assistant Manager and Volunteer Coordinator

BOARD OF DIRECTORS

Ron Barber

President

Tim Fuller

Vice-President

Max McCauslin

Treasurer

Melodie Lopez

Secretary

Betsy Bolding

Stephen Golden

Jaime Gutiérrez

Dianne Iauco

Mary Koss

Carmen Marriott

Hal Melfi

Katherine Pew

Tim Reckart

Claire Scheuren

Lisanne Skyler

Joanne Stuhr

Joe Tarver

Stephanie Troutman Robbins

Jan Mueller

Emeritus