

**ANNUAL REPORT**  
**2021/2022**

**THE LOFT**  
**CINEMA**

**DESERT DIAMOND CASINOS PRESENTS**  
**LOFT FILM FEST OCT 12-20**  
**TICKETS AT [LOFTCINEMA.ORG](http://LOFTCINEMA.ORG)**

**MOONAGE DAYDREAM**  
**SEE HOW THEY RUN**

**LOFT FILM FEST AWARD RECIPIENTS**  
**WES STUDI, GARY FARMER, & JACQUELINE BISSET**

**QUANTUM COWBOYS W/ HOWE GELB**  
**& SPECIAL GUESTS - WEDS**  
**SUBJECT W/ PRODUCER - WEDS**



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“The Loft Cinema has real staying power, even through the pandemic. Established in 1972, this year marks its 50th anniversary with signature films from 1972. The Loft screens new independent and foreign films and documentaries, along with classic art films, interactive events including a monthly short film contest and The Rocky Horror Picture Show, singalongs and cult favorites. Its concession stand features a wide variety of beers, wine, tamales, sandwiches and Ethiopian wraps as well as other upscale items. The Loft is all about building community by celebrating the art and diversity of film.” - **Tucson Weekly, Best Movie Theater 2022**

# **THE LOFT CINEMA:** MISSION STATEMENT

Building community by celebrating  
the art and diversity of film.









THE LOFT  
CINEMA  
TUCSON, AZ

LOFT CINEMA



## DEAR FRIENDS OF THE LOFT CINEMA,

As we reflect on the past two years at The Loft Cinema, and in the film industry in general, it's clear that we are beginning to return to normal, and that whatever that turns out to be, it is destined to be quite different from what normal was before March 2020.

*I am so proud of **everyone** at The Loft Cinema for their contributions to our ability to weather the uncertainty and unpredictability of this new era.*

As you will see in this report, admissions at The Loft in 2022 were about half of what they were in 2019, which was our best year for box office revenue! We still have a lot of ground to make up, but every month we make progress as we adapt our programming to reflect our new reality – like adding \$3 Member Mondays, classic film screenings on Thursday mornings and a return of NT Live and other live performances!

We're confident The Loft Cinema will continue to thrive as a film-based community arts organization well into the future. Great films are being released every week, and audiences are anxious to return to see them on the big screen, along with classic films and The Loft's eclectic and unique special events.

We are planning on 2023 being a defining year for The Loft Cinema as we launch a capital campaign to make the physical space fully accessible, sustainable and more environmentally responsible. We expect this campaign to be our last major capital project as it addresses the needs we have identified going forward for the next decade or more.

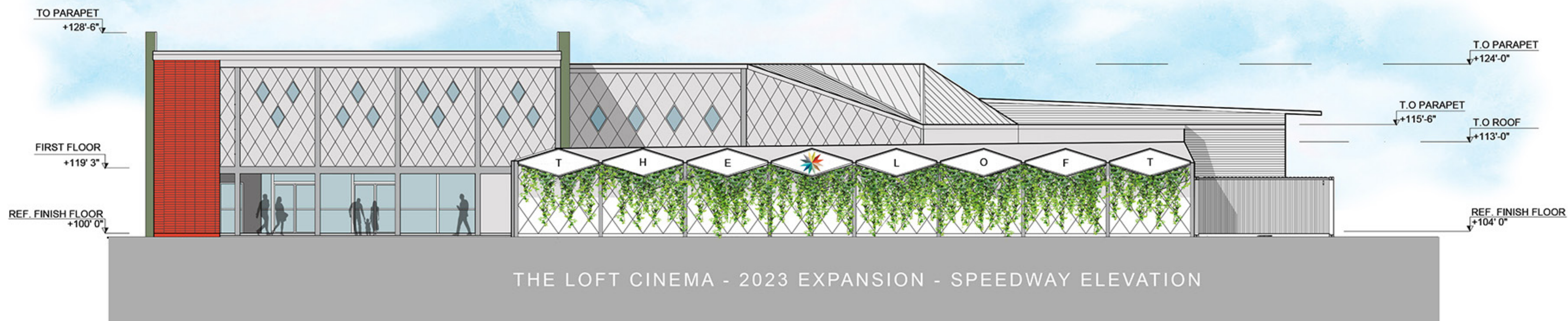
We will be sharing our plans with you as they are developed and will be looking to our members, patrons, donors and volunteers – in short, all the people who love and value The Loft Cinema - to help us raise the funds necessary to complete what we feel is a responsible and appropriate capital project. More to come!



Peggy Johnson  
Executive Director

A stylized, handwritten signature of Peggy Johnson in black ink.







## CAMPAIGN FOR THE LOFT CINEMA 2023

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The Loft Cinema is a Tucson treasure providing great films for audiences in Tucson and beyond for 50 years.

The Loft Cinema has world class films, programs, festivals, community events and more!

The Campaign for The Loft 2023 will make your experience at The Loft even better! New plans will improve every aspect of your trip to The Loft.

Our plans call for a new roomier lobby with an expanded box office, all new restrooms and a new, larger concession stand!  
THE ENTIRE CAMPUS WILL BE FULLY ACCESSIBLE!

The concession stand will offer a wider choice of food, beer and wine – and you'll be able to quickly get what you want and head into your movie!

Everything you love about Screen 2 – the sofas, the vibe – will be integrated into a new space on the ground floor - fully accessible with great sight lines!

We're also adding a permanent outdoor screen and a roof top bar!

**We hope you will join us in  
making The Loft Cinema  
an even more wonderful  
community asset!**







## COMMUNITY FEEDBACK

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“I was lucky enough to live in Austin in the 1990s during the great rise of their film festivals. I got to see SXSW come into its own and do all of the Quentin Tarantino Fests and all the horror ones that happened at the first Alamo Drafthouse ever. That being said, my all-time favorite is The Loft Film Fest in Tucson, now in its 12th year, which ran from October 12-20, 2022.”

**- Film Threat, “Loft Film Fest 2022 Wrap-Up”**

“Through partnership events and community initiatives such as specific film series, the Solar Cinema program, the Loft Kids Fest and the Loft Film Festival, the arthouse continues to cultivate a special moviegoing experience for locals that has proven to withstand the tests of time.”

**- Tucson Weekly, “The Loft Cinema returns ‘full throttle’ for 12th fest”**

“It was a wonderful return to the in-person format for one of the great fests of the West. Whether you were from away and enjoying Tucson’s sunshine and internationally recognized cuisine or lucky enough to live in town, the Loft Fest 2022 was a celebration to remember.”

**- Film Threat, “Loft Film Fest 2022 Wrap-Up”**





LOLO  
KIDS  
FEST

ACTIVITIES HOSTED BY THE

Popcorn

Popcorn

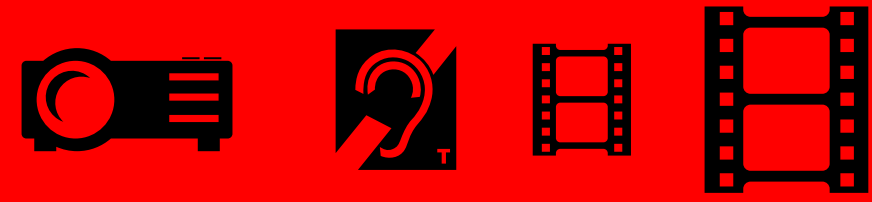
Popcorn



# 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



50 Years Since The Loft Cinema  
Has Been Open

20 Years Since The Loft Cinema  
Became a Nonprofit

4,594 Loft Cinema Members

65 Volunteers     1,303 Volunteer Hours

# BY THE NUMBERS

2019 ATTENDANCE

231,757

2020 ATTENDANCE

50,657

2021 ATTENDANCE

56,303

2022 ATTENDANCE

103,552



## WHAT WE DO

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The Loft Cinema curates a comprehensive array of programs and events designed to serve the entire community. We have restarted most of our program that existed before the pandemic, and we have made some additions and changes to others. We're starting a series of Classic Hollywood Movies in 2023. We've also created Member Mondays starting in January 2023! We're also bringing back National Theatre Live and other performances captured live on HD to be seen on the big screen.

## FILM PROGRAMS

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### FIRST-RUN FILMS

The best new independent, foreign and documentary films.

### 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 18 for more details).

### LOFT KIDS FEST

An annual 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 22 for more details).

### \$3 MEMBER MONDAYS (NEW!)

This is a new program starting in January 2023 to make all films all day every Monday \$3 for Loft Cinema Members!

### ESSENTIAL CINEMA

A free series of the most iconic classic art films.

### LATE NIGHT CULT CLASSICS

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

### MONDO MONDAYS

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

### HOLLYWOOD CLASSICS (NEW!)

Experience the greatest films from Hollywood's Golden Age back on the big screen, every week at The Loft Cinema!

## SPECIAL EVENTS

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### 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.

### 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.





WEEKENDS IN JULY! LO  
PRESENTED LONG T

BARRIO PULP  
PR  
SUN

MONDO  
CASTLE  
FAST TIMES

MEMBER  
DRIVEN  
SUPPORTED  
ORGANIZATION  
MEMBER  
POPCORN  
VISIT  
\$6.00 FOR  
DULED FILMS  
REI  
TODAY!  
MEMBERSHIP







## WHAT WE DO CONTINUED

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### 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.

### 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.

### 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!

### 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 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.

### THE ROCKY HORROR PICTURE SHOW

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

## COMMUNITY

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### 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).

### 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.

### THEATER RENTALS

Rentals of the theatre are possible on Sundays and Tuesdays, pending availability. Nonprofit and independent filmmakers receive a 40% discount.



# LOFT FILM FEST

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For the 12th annual festival in 2022, The Loft Film Fest brought the world of cinema to Tucson with special guests, live performances and a curated selection of award-winning, buzz-worthy features, documentaries and short films from prestigious festivals around the globe, including Berlin, Cannes, Sundance, Toronto, Venice and more!

Loft Film Fest 2022 was a 100% in-person film festival, with 5157 patrons attending screenings and special events at The Loft Cinema, which features the largest traditional indoor movie screen in Southern Arizona.

The Loft Film Fest was once again presented by Desert Diamond Casinos & Entertainment and National Endowment for the Arts.

The opening night film and live music event featured the Tucson Premiere of the award-winning new animated time travel western set in Southern Arizona, **QUANTUM COWBOYS**, featuring a live music set on the Loft stage from Tucson-based celebrated musician **Howe Gelb**, who co-wrote the film and music score. Director **Geoff Marslett** and cast members **Gary Farmer, Wes Studi, Lily Gladstone**, and **Kiowa Gordon** were in attendance. **Quantum Cowboys** was the winner of the Best Original Music Award at the 2022 Annecy International Film Festival.

**Gary Farmer** presented the Lofty Achievement Award for his incredible body of work, which includes **Powwow Highway** (which was screened at the fest), **Smoke Signals**, **Dead Man** and the television series **Reservation Dogs**, which also features Wes Studi and Lily Gladstone.

**Wes Studi**, who received an Honorary Oscar in 2019, was also presented the Lofty Achievement Award for his body of work which includes **Last of the Mohicans** (which was screened at the fest), **Dances with Wolves**, **Heat** and **Avatar**.

**JACQUELINE BISSET**, the iconic star of such classic films as **Casino Royale** (1967), **Bullit** (1968), **Airport** (1970), **Murder on the Orient Express** (1974) and **Under the Volcano** (1984), was presented with the 2022 Lofty Achievement Award for her outstanding contributions to cinema, and appeared at screenings of her 1973 French film, **Day for Night** (directed by Francois Truffaut and winner of the 1974 Academy Award for Best Foreign Language Film), and her new film, **Loren & Rose**, the story of the indelible bond forged between an aspiring young filmmaker and a legendary actress. The director of **Loren & Rose**, **Russell Brown**, was also in attendance.

**ANATOMY OF AN ARTHOUSE**, a lively film journey through the past, present and future of The Loft Cinema, featuring interviews with the theatre's original 1972 founders, former and current key players, filmmaker guests and more. An ode to cinema and those who love it, as well as a fascinating look at the ever-evolving world of American arthouses, the documentary premiered at the 2022 Loft Film Fest as part of The Loft Cinema's year-long celebration of its golden 50th anniversary. Filmmakers **Mike Plante** and **Jason Willis**, along with many subjects from the film, attended this premiere screening.

The closing night film was **TRIANGLE OF SADNESS**, winner of the Palme D'Or at the 2022 Cannes Film Festival!

Our CICAIE Art Cinema Award, selected by an esteemed panel of international jurors, was **Liquor Store Dreams**, a documentary by So Yum Um about the culture of Korean-owned liquor stores in black and brown neighborhoods in Los Angeles.















# LOFT KIDS FEST

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## THE LOFT KIDS FEST RETURNED IN JULY 2022 FOR IN-PERSON FUN!

The annual Tucson summer tradition returned when LOFT KIDS FEST lit up The Loft Cinema for 11 days of free entertainment and excitement, every Saturday and Sunday morning in July!

Each day of the Fest, audiences experienced big screen presentations of some of the best family-friendly films of all-time, along with fun games, interactive activities, great giveaways, tons-o-free-popcorn, free prize raffles and more! Each screening also included a new animated short film from around the world! Daily pre-show activities were hosted by the staff of Mildred & Dildred Toy Store, and best of all, everything as always was FREE!

The Loft Cinema was excited to welcome Tucson families back to the theatre for all the movies, magic and fun of LOFT KIDS FEST 2022!

Loft Kids Fest 2022 was supported by Beth Chadwick Kasser, Bisbee Breakfast Club, Bookmans Entertainment Exchange, Broadway in Tucson, City of Tucson Parks and Recreation, Joe F. Tarver P.C., Pima Federal Credit Union, Rusing, Lopez & Lizardi P.L.L.C. and Southwest Gas!

**TOTAL ATTENDANCE: 3,180**

## DURING THE 2022 LOFT KIDS FEST, WE GAVE AWAY

**3,180+ BAGS OF POPCORN**

**700 EEGEE'S DRINKS**  
(Courtesy of Eegees)

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

**300 CUPCAKES**  
(Courtesy of Cakes for Causes)

The 2022 Loft Kids Fest film program represented 9 countries: Japan, The Netherlands, Australia, Canada, France, The Czech Republic, Greece, UK, USA.





BARRIO BREWING PRESENTS  
BIG TROUBLE IN LITTLE CHINA - SAT  
T VIDEO FEST-SUN & THURS  
NDLOT - JULY 4TH  
VALLEY OF THE WIND - SAT  
MONDO MONDAY: UNCLE SAM

ENTERING  
PATIO FOR  
MEMBERS ONLY  
ALCOHOL  
AND PATIO  
NO SMOKING  
VAPING

HAPPYEST  
MOM  
ON THE



## LOFT SOLAR CINEMA

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The Loft Solar Cinema is a project that is crucial to fulfilling the Loft's mission. The concept is to take films to audiences, in urban neighborhoods and rural communities, for free, family friendly screenings.

The Loft Solar Cinema is a traveling project that uses a van outfitted with solar panels and batteries that power the 20-foot inflatable screen, the projector and sound system. The Loft partners with local stakeholders to curate films and events that are culturally relevant to each neighborhood and community.

After a record-setting year in 2019 with 35 screenings reaching more than 8000 people, Loft Solar Cinema went on hiatus, returning with a reduced schedule of screenings in the intervening years.

We expect Loft Solar Cinema to be back in full force in 2023, with the goal of serving even more communities and reaching more audiences!



# TOP TEN AT THE BOX OFFICE 2021/2022

01. EVERYTHING EVERYWHERE ALL AT ONCE

02. THE FRENCH DISPATCH

03. ROADRUNNER: A FILM ABOUT ANTHONY BOURDAIN

04. LICORICE PIZZA

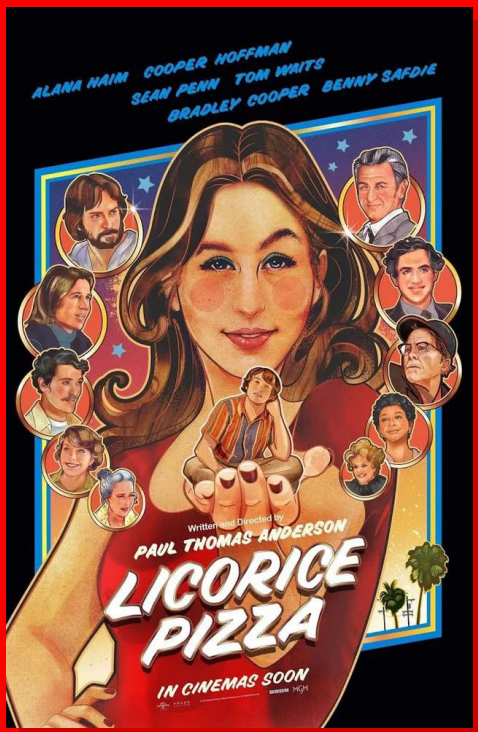
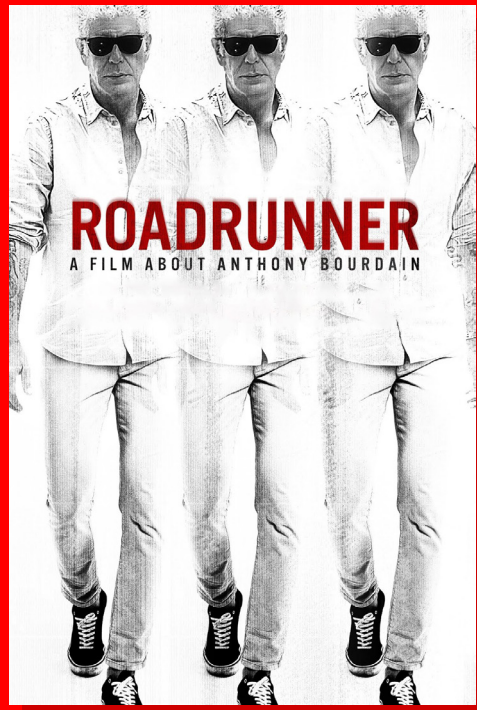
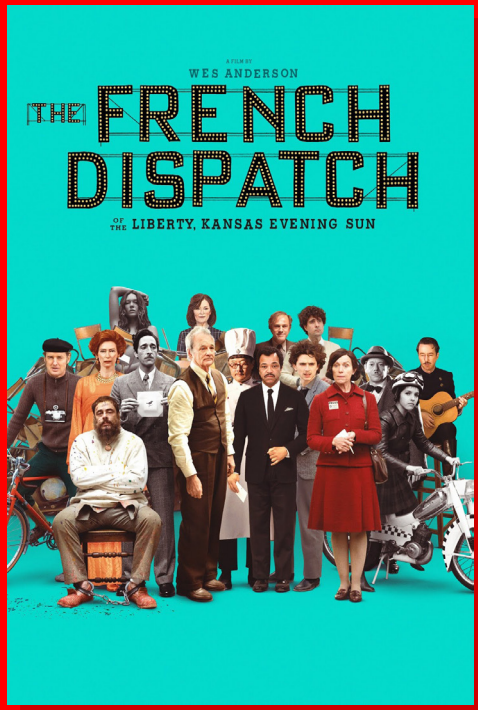
05. THE BANSHEES OF INISHERIN
06. THE GREEN KNIGHT

07. IN THE HEIGHTS

08. MARCEL THE SHELL W/ SHOES ON

09. TRIANGLE OF SADNESS

10. DOWNTON ABBEY: A NEW ERA



# FILMS OF 1972: CELEBRATING 50 GOLDEN YEARS OF THE LOFT CINEMA!

In 2022, The Loft Cinema celebrated its Golden 50th Anniversary with a year-long series of classic films from 1972! Each month, we showcased a different film from The Loft’s birth year, presented on the big screen for that uniquely “Lofty” theatrical experience! From international arthouse hits to Hollywood blockbusters, these are just some of the films that made audiences fall in love with the magic of the movies back in 1972, and The Loft Cinema was there to bring that magic to Southern Arizona!

- THE DISCREET CHARM OF THE BOURGEOISIE
- CABARET
- SOLARIS
- SOUNDER
- THE SEDUCTION OF MIMI
- WHAT'S UP, DOC?

- AGUIRRE: THE WRATH OF GOD
- THE HARDER THEY COME
- LE SAMOURAI
- HE BITTER TEARS OF PETRA VON KANT
- CRIES AND WHISPERS
- FELLINI'S ROMA

THE LOFT CINEMA

50TH ANNIVERSARY 1972 - 2022

FILMS OF 1972

CELEBRATING 50 GOLDEN YEARS OF THE LOFT CINEMA!

ALL FILMS WILL BE SHOWN ONE-NIGHT-ONLY, THURSDAY NIGHTS AT 7:30PM, REGULAR ADMISSION PRICES.

JANUARY 27

Luis Buñuel's

The Discreet Charm of the Bourgeoisie

FEB 24

CABARET

DIRECTED BY BOB FOSSE

MARCH 31

ANDREI TARKOVSKY'S

SOLARIS

APRIL 28

"SOUNDER"

DIRECTED BY MARTIN RITT

MAY 26

The Seduction of Mimi

DIRECTED BY LINA WERTMÜLLER

JUNE 30

"WHAT'S UP, DOC?"

Peter Bogdanovich's

JULY 28

WERNER HERZOG'S

AGUIRRE, THE WRATH OF GOD

AUGUST 25

THE HARDER THEY COME

DIRECTED BY PERRY HENRELL

SEPTEMBER 29

JEAN-PIERRE MEVILLE'S

LE SAMOURAI

OCTOBER 27

Rainer Werner Fassbinder's

The Bitter Tears of Petra von Kant

DECEMBER 1

INGMAR BERGMAN'S

CRIES AND WHISPERS

DECEMBER 29

FELLINI'S

ROMA



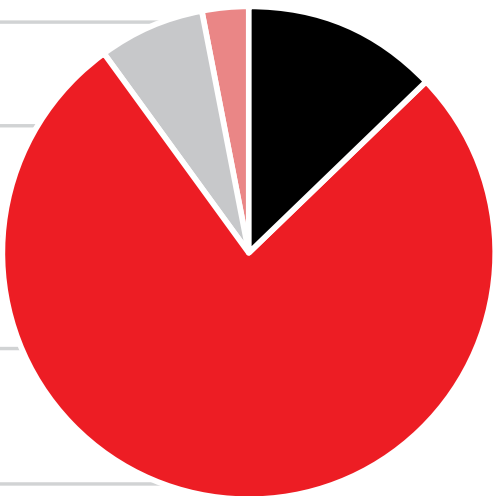
# FINANCIAL DATA

The Loft Cinema, like movie theaters around the world, has experienced a dramatic drop in revenue and attendance as the world began to rebound from the pandemic. In 2021, The Loft joined many other venues – movies, theater, live music, museums, etc. – in accessing federal pandemic rescue funds, called Shuttered Venues Operating Grants (SVOG) equal to 45% of gross revenues in 2019, the last full year before the pandemic hit. This funding, along with the generosity of members, donors and patrons, helped keep The Loft Cinema open after a 14-month period of closure.

	2019	2020	2021	2022
GROSS REVENUE	\$3,288,608	\$1,940,134	\$3,873,822	\$2,103,650
ATTENDANCE	231,757	50,657	56,303	103,552
BOX OFFICE REVENUE	\$1,433,056	\$415,184	\$501,194	\$726,032
CONCESSIONS REVENUE	\$717,970	\$242,801	\$289,377	\$455,304
MEMBERSHIP REVENUE	\$589,916	\$455,010	\$500,632	\$490,095
MEMBERSHIPS	5,109	5,095	5,161	3,152
TOTAL MEMBERS	7,404	7,439	7,494	4,594
TOTAL FUNDRAISING REVENUE	\$1,065,776	\$1,145,725	\$2,975,125	\$844,378
TOTAL ASSETS	\$3,437,000	\$3,522,598	\$5,556,946	\$4,447,588

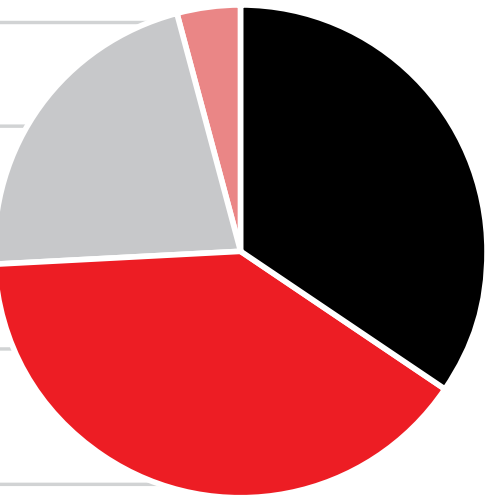
## 2021 REVENUE \$3,873,822

● BOX OFFICE	\$501,194	13%
● FUNDRAISING	\$2,975,125	77%
● CONCESSIONS	\$289,377	7%
● OTHER (Rentals, In-Kind, etc.)	\$108,126	3%

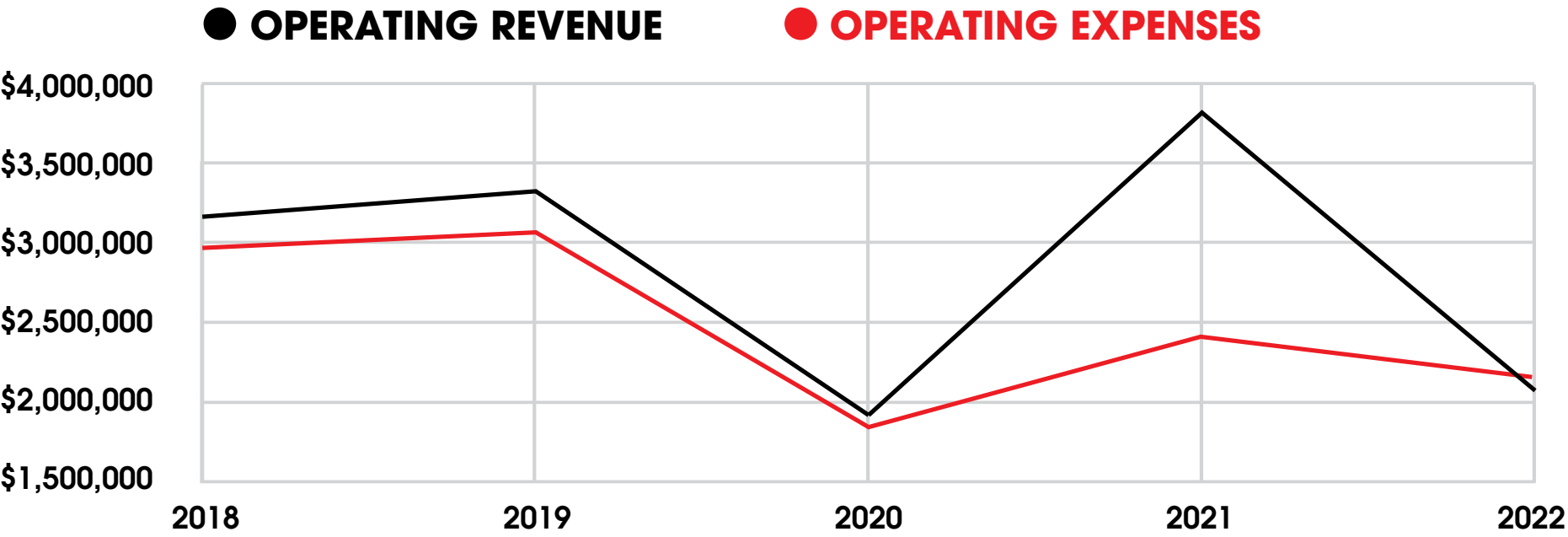


## 2022 REVENUE \$2,103,650

● BOX OFFICE	\$726,032	35%
● FUNDRAISING	\$844,378	40%
● CONCESSIONS	\$455,304	22%
● OTHER (RENTALS, IN-KIND, ETC.)	\$77,936	4%



### 2018-2022 OPERATING REVENUE AND EXPENSES





# MARKETING

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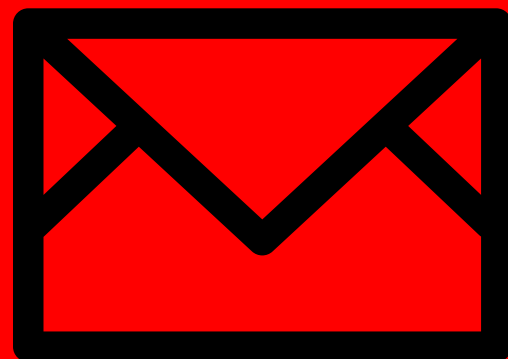
**FACEBOOK**  
**38,000+** Followers



**INSTAGRAM**  
**26,800+** Followers



**TWITTER**  
**8,519** Followers



**EMAIL LIST**  
**21,300+**

## MEDIA OUTLETS THAT COVERED THE LOFT CINEMA

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- ARIZONA DAILY STAR
- TUCSON WEEKLY
- ARIZONA JEWISH POST
- JEWISH NEWS
- TUCSON LIFESTYLE
- FILM THREAT
- INDIAN COUNTRY TODAY
- KVOA
- KGUN
- KOLD
- UNIVISION
- MSN
- BEAR ESSENTIAL NEWS
- THIS IS TUCSON
- TUCSON FOODIE
- THE FOCUS NEWS



## LOFT CINEMA STAFF

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**Peggy Johnson**

Executive Director

**Zach Breneman**

Deputy Director

**Jeff Yanc**

Program Director

**Amber Kleefeld**

Director of Membership and Donor Services

**J.J. Giddings**

Marketing Director

**Matt McCoy**

Deputy Marketing Director

**Monique Murrieta**

Outreach & Community Development  
Coordinator

**Ernie Quiroz**

Program Consultant

**Mysti Moore**

General Manager

**Gilbert Durazo**

Assistant General Manager

**Ana Quiñones**

Assistant Manager and Volunteer Coordinator

**Malcolm J. Russell-Nelson**

Assistant Manager

**David Correa**

Inventory Specialist

**Haley McFeely**

Projection Manager



## BOARD OF DIRECTORS

---

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