

FY19/20

The Roxy Theater

Impact Report

2020. Wow, we didn't see that coming.

The devastating impact of the Covid-19 pandemic meant a prolonged shutdown for The Roxy (from March to August, 159 days without public screenings at the theater), and a need to be especially resourceful to keep the organization financially solvent. The generosity of members and donors, as well as the ingenuity and support of our committed staff and board has made the transition possible.

In response to the challenge we developed creative solutions like April's wildly successful virtual IWFF and the summer's robust program of outdoor screenings. So many who support the theater, both community and staff, renewed their commitment to the vision and mission of the organization and made huge sacrifices to ensure that The Roxy will be around when we get back to business as usual.

Prior to the disruption, The Roxy was on pace to set a record year for both attendance and revenue. Amazingly, despite the shutdown, we did hit our projected revenue goal—just not in the categories we expected. While the shutdown necessarily meant a reduction in our total overall box office, community support lifted our grants and donations to more than compensate for the downturn.

We have a lot to brag about at the theater, including the launch in November 2019 of Kiddomatic, a children's film festival, the development of our 30-seat Annex and our outdoor screening space, the Roxy Garden. Also, due to overwhelming interest and support, we surpassed our membership goals by nearly 30%.

We don't know when we'll be able to safely get back to that normal traditional moviegoing we all love and need more than ever, but the sustained efforts of our dedicated staff and appreciative community give us hope that one day soon we will all be able to settle down in the comfort of the darkened theater, feel inspired, engaged, and reconnected, and once again get lost together at the movies.

Mike Steinberg
Executive Director



July 1, 2019 - June 30, 2020



48,054

people attended films and special events



22,136

bowls of triple-organic popcorn



1,279

hours donated by nearly 350 volunteers



2,189

Roxy Members



367

unique new releases, classics, and specialty screenings



24

35mm screenings



150

Community Partners



43

years of International Wildlife Film Festival



5

years of Montana Film Festival



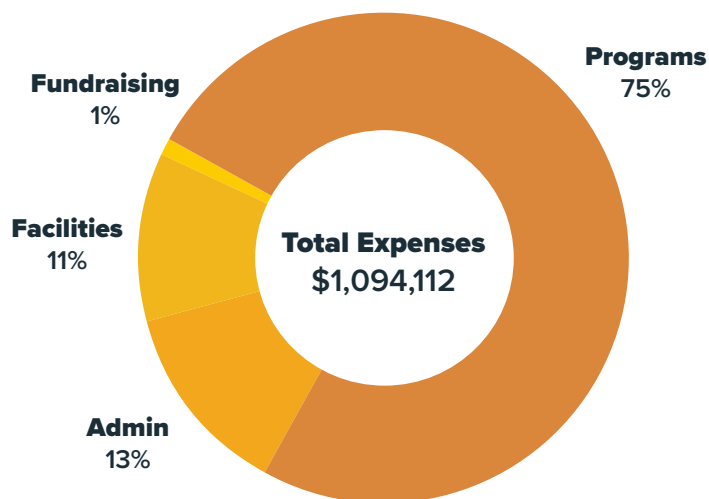
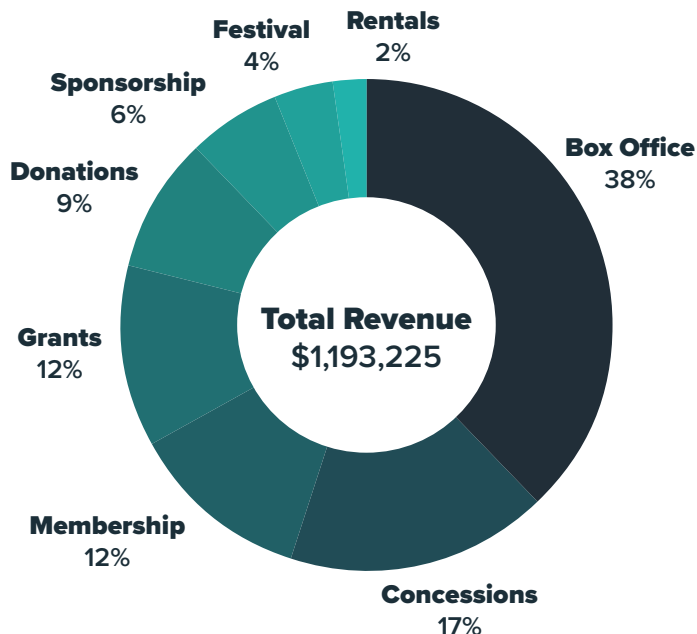
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inaugural year of the Kiddyomatic Film Festival



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global pandemic



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