

THE ROXY THEATER IMPACT REPORT **FY 24/25**





International Wildlife Film Festival WildWalk Volunteers



Queer West Film Fest Post-Film Discussion



International Wildlife Film Festival Post-Film Discussion



Roxy Film Academy Summer Camp



Roxy Staff Spring 2025

THANK YOU!

All that the Roxy Theater is would not be possible without your support. A heartfelt thank-you to our more than **2,900** members, our **75,000** guests, and our **260** community partners. Your patronage and financial gifts make it possible to have a strong and thriving community cinema for all of us to enjoy. The Roxy Theater is a critical part of the arts scene in Western Montana, and your on-going support keeps the projectors rolling.

HOW SUPPORT FOR THE ROXY THEATER WORKS

Movie tickets, concessions, and memberships account for 73% of the Roxy's annual operating budget. The remaining 27% must be raised with philanthropic gifts from individuals, foundations, and sponsorships. Your ticket price and membership fees are paid back to film distributors at an average of 65% for every dollar collected. A gift in addition to your membership or ticket purchase goes directly to the Roxy to be used to fill the funding gap, fairly compensate our staff, and pay for things such as maintaining the projectors, keeping the popcorn flavor carousel stocked, and of course, the light bill. Please consider making a financial gift to the Roxy this year.

A LETTER FROM THE EXECUTIVE DIRECTOR, SARAH FERGUSON



This past year has brought some significant changes to the Roxy Theater. I was honored to be named the Executive Director of the Roxy Theater in July.

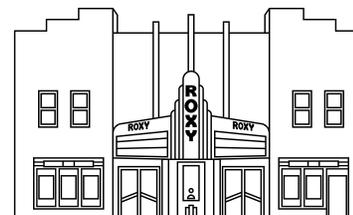
I struggle to put into words what the Roxy means to me. How can I possibly describe how much I love and revere this iconic institution where passion, creativity, and art live and breathe? It's a feeling, really. I feel it everyday as I pass through the Roxy's doors and catch a glimpse of the gleaming pyramid of metal popcorn bowls our brilliant concessionaires organized the night before. I'm comforted as I walk down the hallway to the theaters where sound is being tested and I'm greeted by the posters of masterpieces that have graced our screens lining the walls. I marvel at the incredible talent of our staff fixing, decorating, creating, and nurturing this building we love so much. I hold each encounter with our patrons and members close to my heart as I pull up to my desk and count my lucky stars that I get to serve this place, its people, and our community.

I come to this position with a great respect for this place and its people, both staff and patrons. I firmly believe the Roxy is one chamber of Missoula's beating heart. It's a piece of our community that asks us to be present, to celebrate culture, to gather together, to experience the wonder of our world through the life-changing power of film—how cool is it that I get to help shepherd such an important part of what makes Missoula special and life worth living?! What a profound and awesome responsibility.

I take this responsibility seriously and will continue to place empathy, joy, justice, and playfulness at the center of what I do and what the Roxy provides. In a world that can at times feel hopelessly dark, the Roxy is a thread of light. In a time where art is being commodified and sold as “content”, the Roxy will continue to challenge these notions and celebrate the art of film, filmmaking, and the importance of the movie-going experience. The Roxy is here because the people of Missoula know that our world is a better place when the arts and the spaces that provide them thrive.

I hope to see you soon and I'll be saving you a seat.


Fergie



THE ROXY THEATER BY THE NUMBERS

JULY 1, 2024–JUNE 30, 2025

79,701

TOTAL
ATTENDANCE

178

UNIQUE
VOLUNTEERS

38,754

BOWLS OF
POPCORN SERVED

592

VOLUNTEER
HOURS

2,946

ROXY MEMBERS

260

COMMUNITY
PARTNERS

369

UNIQUE TITLES
SCREENED

FILM FESTIVAL MILESTONES

48 YEARS OF IWFF



10 YEARS OF MTF



4 YEARS OF CHFF



3 YEARS OF QWFF



UPCOMING FILM FESTIVALS

**MONTANA
FILM FESTIVAL**
OCTOBER 23–26, 2025



APRIL 18–23, 2026



JUNE 12–14, 2026

THE ROXY THEATER

YEAR IN REVIEW

JULY & AUGUST 2024

We presented 19 films as part of our Sci-Fi Summer series. Guests energetically tracked all the movies they attended, winning prizes and bragging rights. Our friends at Sushi Hana created the Seven Samurai Roll to celebrate the 4K restoration of Akira Kurosawa's beloved SEVEN SAMURAI. It was such a hit that it remained on the permanent menu.

SEPTEMBER 2024

The Roxy Film school launched, with an inaugural class of 25 students. These 25 cinephiles gathered once a week to go deeper into the movies and debate the qualities that make a movie great.

OCTOBER 2024

The Montana Film Festival celebrated 10 years of fostering independent cinema with a packed 4-day festival. The 10th year of MTFF included 31 guest filmmakers in attendance, 8 films made in Montana, and 35 total films.

The monthly series Art House of Horrors kept movie goers cringing, jumping, and sleeping with the lights on all month long. A few highlights were a 4K restoration of CARRIE and 50th anniversary screening of THE TEXAS CHAINSAW MASSACRE.

NOVEMBER & DECEMBER 2024

The highly anticipated Roxy Membership sale over Thanksgiving weekend welcomed more than 460 members to the Roxy family. The popular new releases WICKED and A COMPLETE UNKNOWN kept movie goers entertained and the theater full for 10 weeks. A packed lineup of holiday favorites filled the theater with cheers and goodwill all season long.

JANUARY & FEBRUARY 2025

January brought the loss of the Missoula-born director David Lynch, and a celebration of his work with a "Remembering David Lynch" series in February. Missoulians and film lovers gathered to mourn, celebrate and cheer the life and work of this singular artist.

You cannot think of February without two important dates: Groundhog Day and Valentine's Day. February 2nd brought the return of the infamous Roxy Groundhog Day Marathon, the first since 2020. Sixty-six brave (and slightly crazy) people took on the challenge of watching the Bill Murray classic GROUNDHOG DAY 8 times (one of them all in French!) and 65 made it through to the other side, slightly dazed and a bit confused!

Valentine's Day is the time to show your love on the big screen. We enjoyed seeing the messages and photos featured in the pre-show trailers for all the world to see.

APRIL 2025

Each April for the last 48 years, the International Wildlife Film Festival has taken Missoula by storm. This year IWFF kicked off an amazing week with a screening of LOST WOLVES OF YELLOWSTONE at The Wilma. Seeing more than 750 people pack The Wilma filled our hearts with joy. Pre-planning for the 50th celebration in 2027 is underway.

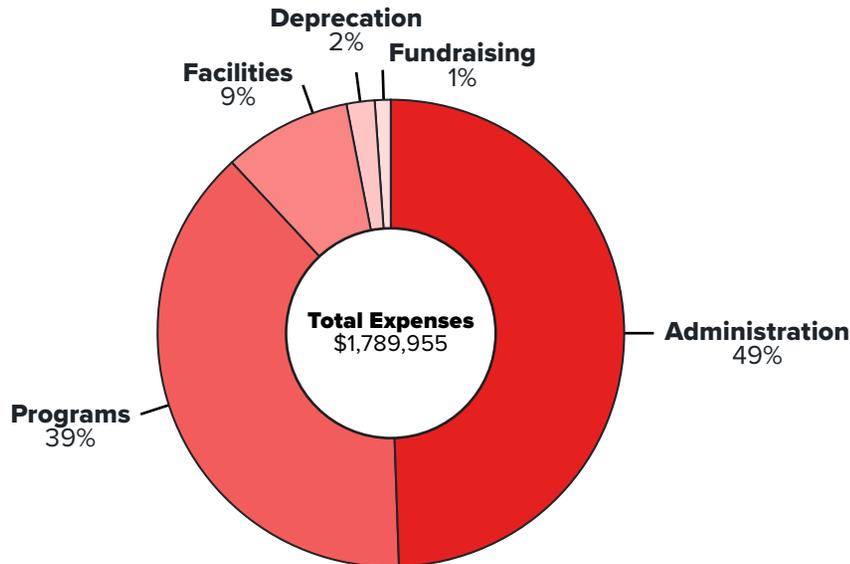
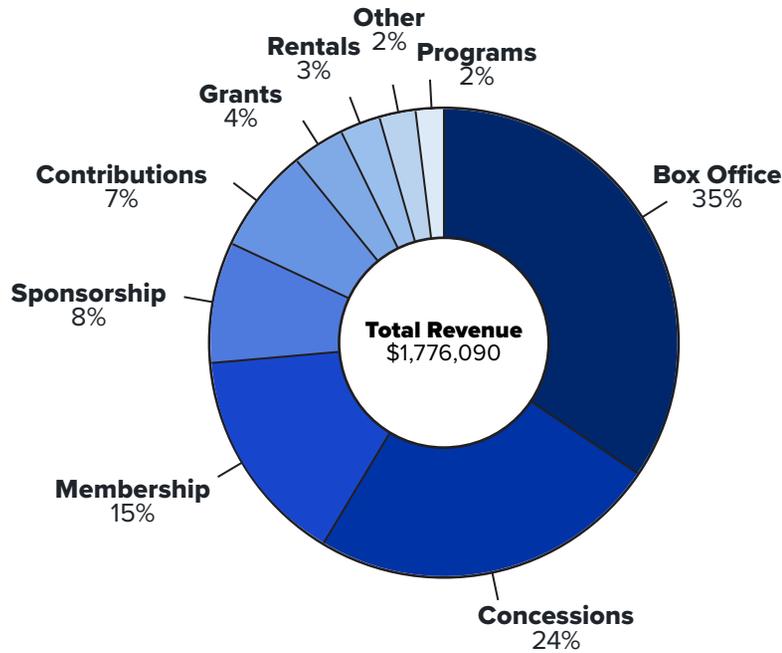
April also brought the LORD OF THE RINGS TRILOGY to the Roxy. We of course showed the extended editions, with one week dedicated to each film in the trilogy. The journey to Middle Earth was enjoyed by Hobbits and humans, many of whom had never experienced LOTR on the big screen before.

Classics in the Annex also kicked off in April, with a month of the best Humphrey Bogart pictures. The love and nostalgia for classic films in a theater never fades.

JUNE 2025

The Roxy Film Academy began the first of five weeks of summer camps for area youth ages 9-18. Campers gathered for a week to create, write, film, and edit a short film of their own creation overseen by the Roxy's amazing camp instructors. The highlight of each week is the premiere of their film on the big screen to their family and friends at the Roxy. We have some amazing budding filmmakers in our midst.

JULY 1, 2024–JUNE 30, 2025



ROXY THEATER BOARD OF DIRECTORS

Megan Parker, Board President
Courtney Blazon
Jesse Brenneman
Leland Buck
Frank D'Angelo
Anne Fogel-Burchenal
Janice Givler
Larkin Matoon

ROXY THEATER STAFF

Sarah Ferguson, Executive Director
Tammy Bodlovic, Development Director
Ken Grinde, Operations Director
Mike Emmons, Programming Director
Josh Taira, Art Director
Matt Riley, Technical Director
Becca Sayre, Marketing Coordinator
David Mills-Low, Film Festival Operations Manager
Josh Moyer, Film Festival Coordinator
John Budge, Concessions & Rentals Manager
Shannon Murphy, Box Office Manager
Kal Bailey, FOH and RFA Manager
Grace Wolcott, Graphic Designer
Tommy Falcon, Assistant Graphic Designer
Anne Hobbs, Bookkeeper
Mena Carrara-Ackermann, RFA Instructor
Jared Benge, Manager
Nas Jabr, Manager
Lenny Peppers, Manager
Kylie Stokes, Manager
Woody Bourguignon, Concessionaire
Nathan Kornick, Concessionaire
Daniel Rounds, Concessionaire

We are funded in part by coal severance taxes paid based upon coal mined in Montana and deposited in Montana's cultural and aesthetic projects trust fund.

This project is supported by the Montana Arts Council, a state agency funded by the State of Montana and the National Endowment for the Arts.





MISSOULA'S COMMUNITY CINEMA

TheRoxyTheater.org

[@TheRoxy406](https://www.instagram.com/TheRoxy406)