

FISCAL YEAR 2023-2024



# IMPACT REPORT | 2023 - 2024

A MESSAGE FROM JENNIFER L. CARLSON, COLONIAL THEATRE EXECUTIVE DIRECTOR



I AM PROUD TO LEAD AN ORGANIZATION THAT BRIDGES THE WORLDS OF FILM AND LIVE ARTS, CREATING A DYNAMIC SPACE FOR STORYTELLING IN ALL ITS FORMS. OUR MISSION IS TO SHOWCASE THE TRANSFORMATIVE POWER OF THE ARTS TO ENRICH LIVES, CONNECT PEOPLE, AND ENHANCE THE CULTURAL AND ECONOMIC VITALITY OF PHOENIXVILLE AND SURROUNDING COMMUNITIES. WHETHER ON STAGE OR ON SCREEN, WE CELEBRATE THE POWER OF CREATIVITY TO SPARK DIALOGUE, FOSTER EMPATHY, AND RESHAPE PERSPECTIVES.

**300**   
ARTS PROGRAMS EXECUTED



With 200 unique film titles screened and 100 live events presented, it was a busy year at the Colonial.

**2 MILLION**   
ECONOMIC ACTIVITY GENERATED



With 50,000 individual tickets sold, the Colonial gave people a reason to visit Phoenixville.

**250**   
FILM TICKETS DONATED



45 fellow nonprofit organizations and charitable causes received free tickets from the Colonial.

**\$20,000**   
EVENT COSTS DONATED



The Colonial put community first with discounted rental agreements for our nonprofit friends.



# NOTEWORTHY PRAISE



**\$50,000**

**RAISED FOR BUILDING PROJECTS**

Thanks to these generous donations, the Colonial was able to remove a long-standing black tarp from the 1903 Theatre's ceiling, revealing and restoring the space's decorative medallion, while completing other urgent repairs.



**NEW STRATEGIC PLAN**

**SETTING A ROADMAP FOR THE NEXT 3 YEARS**

In January 2024, after a strategic planning committee gathered and continued finetuning the plan for 6 months, the Board of Directors introduced a new 3-year strategic plan.



**25 YEARS OF BLOBFEST**

**A MILESTONE YEAR FOR A TIMELESS EVENT**

With two "run-out" experiences, record attendance, and front-page coverage in the New York Times' arts section, the Colonial properly celebrated the uniquely-Phoenixville event's 25th birthday in July 2024. Beware the Blob!



**NEW AUDIENCES**

**EXPANDED PROGRAM OFFERINGS**

From a "Latingrass" Venezuelan duo to the story of local civil rights activist Bayard Rustin, the Colonial endeavored to present programming with a wide range of appeal.

## Thank you to our fiscal year 2023 - 2024 Board of Directors:

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