

IMPACT REPORT

FISCAL YEAR 2024-2025



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



AT THE COLONIAL, WE CELEBRATE CREATIVITY NOT JUST AS ENTERTAINMENT, BUT AS A WAY TO CONNECT, TO HEAL, AND TO IMAGINE WHAT'S POSSIBLE TOGETHER. WHEN PEOPLE WALK THROUGH OUR DOORS, THEY AREN'T JUST ATTENDING A SHOW OR A FILM, THEY'RE STEPPING INTO A LIVING PIECE OF HISTORY. THE COLONIAL EXISTS TO REMIND US THAT ART STILL MATTERS, GATHERING STILL MATTERS, AND THAT SHARED EXPERIENCES ARE WHAT TURN BUILDINGS INTO BELOVED ANCHORS OF COMMUNITY LIFE.

360



ARTS PROGRAMS EXECUTED



90 live events and 270 film titles came to the Colonial Theatre's three spaces.

2.1 MILLION



ECONOMIC ACTIVITY GENERATED



The Colonial Theatre gave 60,000 people a reason to visit downtown Phoenixville.

300



FILM TICKETS DONATED



As our success grew, so did our ability to offer free tickets to local nonprofits.

\$20,000



EVENT COSTS DONATED



Our nonprofit discounted event rental program strengthened community causes.

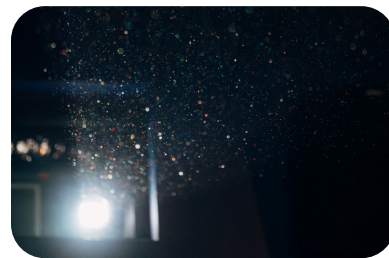
NOTEWORTHY PRAISE



CAPITAL FUNDING

\$370,000 RAISED FOR URGENT PROJECTS

This fiscal year saw three urgent capital projects. Thanks to the impressive response from our community of donors, The Colonial installed two new laser projectors in our film spaces and repointed the ailing exterior wall of the 1902 Theatre.



LIVE FROM THE COLONIAL

SPOTLIGHT ON NEW LIVE PROGRAMMING

The Colonial showcased its live entertainment skills, with great success, presenting audiences with new offerings including staged readings, Broadway performers, and improv classes.



BOARD BEGINNINGS

THREE NEW MEMBERS JOINED THE TEAM

Doug Darlington, President/CEO, Phoenixville Federal Bank & Trust, Jim DiGuiseppe, Healthcare and Group Benefit consultant, and Samantha Jouin, Independent Consultant/Strategic Advisor, Pharmaceutical and MedTech industry, joined the theatre's governing body.

Pictured as listed, left to right.



EXPANDING OUR REACH

60,000 PATRONS VISITED THE COLONIAL

Audiences grew an impressive 20% across live and film programming, as The Colonial presented 30% more arts event experiences as compared to the previous fiscal year.



THANK YOU TO OUR FISCAL YEAR 2024 – 2025 BOARD OF DIRECTORS:

Jocelyn S. Harris, President
Susan Berry-Gorelli, Co-Vice President
MaryLouise Sterge, Co-Vice President
Matt Carberry, Treasurer
Pauline Monson, Secretary
Ronald J. Arena
Elizabeth Bestoso

Rebecca H. Bradbeer
Doug Darlington
Jacqueline R. D'Ercole
Jim DiGuiseppe
Janice Janka Hartmann
Samantha Jouin
Meghan E. Sutherland