

# 2024-2025

## Annual Impact Report

50 YEARS OF THE  
SAVE THE  
FOX  
CAMPAIGN  
EST. JUNE 1975



A Year of Performance,  
Preservation, and Partnership





Andre Dickens  
MAYOR



## CITY OF ATLANTA

55 TRINITY AVE, S.W.  
ATLANTA, GEORGIA 30303-0300

TEL (404) 330-6100

To the Supporters and Stewards of the Fox Theatre:

The Fox Theatre is one of Atlanta's most important cultural institutions. For nearly 100 years, it has been a place where legends have graced the stage, and generations have witnessed excellence through live performance. From music and theater to moments that shaped our city, the Fox has played a central role in Atlanta's story.

In 1974, the people of Atlanta came together when the Fox was at risk. They organized, spoke up, and saved one of the city's greatest cultural landmarks. That campaign was a defining moment that showed how much the arts mean to who we are and where we're headed.

As we mark the 50<sup>th</sup> Anniversary of the Save the Fox campaign, we recognize the power of this city coming together across neighborhoods, generations, and backgrounds to protect what matters and make way for the future. As Mayor, I'm proud to stand with everyone who honors what the Fox represents – a stage for artists of all backgrounds and a symbol of this city's strength and diversity. Atlanta doesn't just talk about legacy. We protect it.

Thank you to the Fox Theatre team, the Board of Directors, and all the partners and patrons who have fought to preserve this institution and maintain its place as a cornerstone of our city's culture for generations to come.

Sincerely,

A handwritten signature in black ink, appearing to read "Andre Dickens", with a stylized flourish at the end.

Mayor Andre Dickens

## A LETTER FROM OUR CHAIR OF THE BOARD

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Dear Friends,

As a lifelong Atlantan and longtime arts advocate, it is a privilege to serve as Chair of the Fox Theatre Board of Directors during a year that reaffirmed just how much the Fox means to this city and state.

The Fox remains both a memory maker and a momentum builder. This dual role is what makes the Fox so unique, not only as a historic venue but as a living, breathing part of Atlanta. That distinction is something our Board holds sacred and something we are committed to protecting and expanding for generations to come.

We understand that the Fox must continue evolving to remain relevant. That is why we have invested boldly in restoration, welcomed new audiences through inclusive programming, and extended the reach of Fox Gives across Georgia and the Southeast. The results speak for themselves, not only in ticket sales or press accolades but also in the community partnerships we have built and the forward-looking education we have championed.

This inaugural impact report coincides with the 50th anniversary of the “Save the Fox” campaign, a powerful reminder that this theatre’s continued vitality is the result of both past advocacy and present stewardship.

On behalf of the Board of Directors, thank you for your continued support.

With gratitude,



Robyn Rieser Barkin  
Chair, Fox Theatre Board of Directors





## A LETTER FROM OUR PRESIDENT + CEO

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Dear Friends,

I'm excited to share with you the Fox Theatre's first Annual Impact Report, a look at how we continue to serve Atlanta as both a cultural anchor and an economic engine.

Over the past year, we have welcomed more than half a million guests through our doors. Through our Community Partnerships arm, Fox Gives, we have supported the restoration of historic theatres across the Southeast, expanded arts education to classrooms across Georgia, and deepened our relationships with communities that reflect the future of our state.

Atlanta is growing. With that growth comes new stages, new audiences, and new energy. We celebrate this. As Atlanta's theatre, we do more than host performances. We help shape and carry the city's identity. And because we're proud to serve Atlanta, we are equally proud to champion it.

This year, as we mark 50 years since Atlanta rallied to "Save the Fox", we're reminded of the power of community action and what it means to preserve not just a building, but a legacy.

The Fox Theatre stands as a landmark of both memory and momentum. For nearly a century, we have created a grand sense of occasion that brings people together in wonder, joy, and connection. We honor our history not by looking back, but by continuing to serve our city and state in bold and meaningful ways.

This report reflects what happens when a historic institution stays not only relevant, but essential.

See you at the Fox,



Allan Vella  
President & CEO, Fox Theatre



## FOX THEATRE BOARD OF DIRECTORS

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Members of the Board include a diverse representation across a variety of business sectors throughout the City of Atlanta, including attorneys, real-estate executives, professionals in finance, entertainment, marketing, and more.



**MARK ADAMS**  
J.P. Morgan Wealth Management



**LATANZA ADJEI**  
Georgia Power



**ROBYN RIESER BARKIN**  
Community Volunteer



**RENEE DYE**  
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**RYAN HALPERN**  
Corient Private Wealth



**LARRY HANSON**  
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**DOUG HOOKER**  
Community Foundation for Greater Atlanta



**DAVID HUTCHISON**  
The Atlantic Companies



**DR. RICH KANNWISCHER**  
Peachtree Presbyterian Church

## FOX THEATRE BOARD OF DIRECTORS

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Marketing Consultant



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YMCA of Metro Atlanta



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The **Fox Theatre** is Atlanta's theatre, saved by its citizens and still serving them with purpose. As a nonprofit and historic landmark, the Fox honors its past while shaping the future, delivering world-class performances and reinvesting in the community that once saved it.

Our Community Partnerships initiative, **Fox Gives**, extends far beyond our stage, preserving culture by restoring historic theatres and expanding access to the arts in communities across Georgia.

# 50<sup>th</sup> Anniversary “Save the Fox” Campaign

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## A Movement that Made History

In 1974, a different kind of curtain call was underway. Not for a show, but for the Fox Theatre itself. Threatened with demolition, the theatre became the rallying point for an entire city. What followed was a groundswell of support that mobilized students, families, civic leaders, and everyday Atlantans to take action.

Bake sales. Benefit concerts. A shared belief that losing the Fox would mean losing something irreplaceable.



Fox Theatre Archives



Collection of Rodney Mims Cook, Jr.

The “Save the Fox” campaign sparked a preservation ethic in Atlanta and set a national example for community-driven action.

Fifty years later, the legacy of that movement lives on every time the lights go down, the curtain rises, and a new memory is made. The Fox stands as proof that preservation is not just about the past. It is about who we are, and who we have the courage to become.



## WHO WE ARE

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In both our day-to-day and our strategic work with the Board of Directors, we are guided by these commitments:

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### Our Mission

is to preserve and share the Fox Theatre.

### Our Vision

is to be Georgia's preeminent cultural icon that enriches lives.

### Our Marquee Promise

is to create a grand sense of occasion and memorable experiences.

### Our Community Promise

is to strengthen communities through theater.

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We are committed to providing a safe workplace where **ALL** are seen and heard and are treated with respect and dignity. We value diversity, inclusivity, and collaboration to solve challenges and fulfill our mission and vision.

# Midtown Momentum

## Where the Fox Stands Strong



### A Growing Community

Midtown's daily population continues to climb, bringing new energy, new neighbors, and new audiences to our doorstep. The Fox Theatre continues to serve as a cultural touchstone in Midtown, "Atlanta's Heart of the Arts."

→ **Daily population in Midtown continues to rise (Placer.ai)**



### Safety that Welcomes All

Thanks to sustained investment in public safety, Midtown saw its second consecutive year of record-low crime in 2024. That security enables the Fox to continue welcoming over half a million guests annually with confidence.

→ **Violent crime down 78%, property crime down 68% since 1998 (Atlanta Police Department)**



### Growth at Our Front Door

Midtown's skyline continues to evolve with new residential, office, and institutional developments rising just blocks from the Fox. Even amid modern growth, our historic venue stands proudly as Atlanta's cultural constant.

→ **1.2 square miles, hundreds of projects since 2000**



### Better Connected

Recent investments in walkability and multimodal access around the Fox have made it easier for our guests to arrive safely and enjoy the experience from street to seat.

→ **New "Complete Street" on 5<sup>th</sup> Street**



### Cultural + Educational Powerhouse

The Fox Theatre complements a thriving Midtown "knowledge corridor" by extending its own cultural capital—through arts education, grants, and programming that reflect and uplift Georgia's future.

→ **Neighbor to Georgia Tech and SCAD**

## FY 24/25 BY THE NUMBERS



**201** Public Performances

**121** Broadway Shows

**35** Concerts

**12** Dance Performances

**5** Children's Shows

**20** Other

**580,000** Theatre Guests

**781,000** Tickets Sold



**We Hosted:**

**111** Private Events

**30,000+** Guests



**10,000 SQ FT** Premium  
Luxury Lounge Space

**28,832** Club Guests



## NATIONAL RECOGNITION

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# billboard

2024 #1 HIGHEST GROSSING VENUE (2,501-5,000)

# POLLSTAR

2024 #3 TICKET SALES WORLDWIDE (2,501-5,000)

## ATLANTA BUSINESS CHRONICLE

MOST ADMIRER CEO AWARDED TO ALLAN VELLA

# Atlanta

'WOMAN MAKING A MARK AWARD' HONORED  
LEIGH BURNS, FOX THEATRE DIRECTOR OF  
COMMUNITY PARTNERSHIPS

## GeorgiaTrend

FOX THEATRE CEO ALLAN VELLA NAMED TO  
GEORGIA 500 MOST INFLUENTIAL LEADERS

## MODERN LUXURY

BEST OF ATLANTA ISSUE NAMED THE BEST  
CONCERT VENUE

## Atlanta JEWISH TIMES

2025 READER'S CHOICE AWARDS RANKED #1 FOR  
CELEBRATION VENUE

# 2024-2025 Standout Events



### **July 30 to August 4: Funny Girl**

The Fox Theatre launched its Broadway season with *Funny Girl*, a revival that reintroduced Atlanta audiences to a trailblazing story of ambition and authenticity. The engagement affirmed the Fox's role in showcasing complex female narratives on some of the world's most iconic stages.



### **August 23 to 25: Coca-Cola Summer Film Festival**

Presented as a tribute to the Fox's legacy as a 1929 movie palace, this year's Coca-Cola Summer Film Festival reflected our commitment to keeping cinema alive. Classic screenings like *The Breakfast Club* invited new generations into the timeless magic of the big screen in one of the Southeast's most historic film settings.



### **September 17: Jimmy Carter 100 Celebration in Song**

In honor of President Jimmy Carter's centennial, the Fox served as the backdrop for a heartfelt evening of music and civic remembrance. The event celebrated our role as a gathering place for stories that shape the cultural and moral identity of Georgia.



### **October 13: Pride Parade Viewing Party**

In its ongoing role as a civic connector, the Fox hosted its annual Pride Parade Viewing Party in the Marquee Club presented by Lexus. This gathering celebrated community, visibility, and shared joy—values that continue to shape how we serve Atlanta.



### **November 14: Andre 3000 New Blue Sun**

A hometown icon returned. Andre 3000's live performance of *New Blue Sun* brought a genre-bending moment to Atlanta's cultural calendar, blending jazz, meditative soundscapes, and visual art. The Fox welcomed this deeply personal and forward-thinking work into its creative canon.



### **December 2024: Mighty Mo and More at the Fox**

Created in celebration of the Fox Theatre's original Christmas Day opening in 1929, this free holiday event is a gift to the community, offering tradition and togetherness at no cost. Guests enjoyed timeless singalongs on the iconic *Mighty Mo* organ, photos with Santa, a live performance by a cappella favorite *Like The Dickens*, and a screening of the holiday classic film, *Elf*. Attendees were encouraged to "Bring Their Socks to the Fox" to benefit the non-profit City of Refuge, adding purpose to the joy.

## IMPACTFUL EVENTS

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### **January 7 to 12: *& Juliet***

With its bold pop-infused rewrite of Shakespeare, *& Juliet* brought generational stories of identity and reinvention to life. Its Atlanta run spotlighted our commitment to presenting work that reflects contemporary voices and cultural relevance.



### **February 12 to 16: Alvin Ailey American Dance Theater**

One of the most revered companies in modern dance returned to the Fox for a Valentine's Day week of performances celebrating Black culture through movement. These performances deepened our dedication to transformative work that uplifts both heritage and artistry.



### **March 19: NARUTO: The Symphonic Experience**

Blending the cultural force of anime with the power of live music, NARUTO drew a multigenerational crowd into a high-energy celebration of fandom, orchestration, and storytelling. This event showcased our commitment to diverse and evolving programming.



### **April 1 to 6: *Parade***

Rooted in Atlanta's own history, the Tony-winning revival of *Parade* carried particular weight on the Fox stage. Its return invited audiences to engage with themes of justice, identity, and remembrance in a space dedicated to thoughtful storytelling.



### **May 20 to 25: *Shucked***

This offbeat and heart-forward Broadway comedy explored small-town myths and modern connections. Its run offered Fox audiences a joyful and sharply written experience, continuing our tradition of welcoming work that blends humor with heart.



### **June 2025: Latin Leadership Reception**

The Fox Theatre welcomed a network of Latino civic and cultural leaders for an evening of connection, culture, and community. This reception reinforced our ongoing commitment to serving and reflecting the full diversity of Georgia, and to building new bridges across communities shaping the future of the region.



# Georgia on Our Stage:

## Spotlighting the State's Own at the Fox Theatre

The Fox Theatre has long served as a platform for Georgia's cultural and civic voices, from artists, performers, and leaders whose work reflects the depth and diversity of the state. Our stage not only welcomes all Georgia talent, it amplifies it.

In recent seasons, we've hosted standout performances by Atlanta-born comedian **Heather McMahan**, acclaimed singer-songwriter **Faye Webster**, and Grammy-winning hip-hop artist and community leader **Killer Mike**. Looking ahead, **Jeezy**, a major voice in Atlanta's music history, joins the list of Georgia artists to take the Fox stage.

In 2024, the Fox was honored to host the 100th birthday celebration of **President Jimmy Carter**, bringing together artists, dignitaries, and community members in tribute to one of Georgia's most influential citizens. From music and comedy to milestones of statewide and national significance, Georgia's story continues to unfold on our stage.



## IMPACTFUL EVENTS

# More Than a Stage: A Place to Gather, Celebrate, and Uplift

As one of Atlanta's most iconic and beloved spaces, the Fox Theatre is proud to serve as a venue for private events of all kinds. From weddings to galas, corporate meetings to industry celebrations, we welcome all who wish to gather with intention and create meaningful moments under our historic roof.

But it's our ongoing relationships with Atlanta-based organizations that truly reflect our values. For the 14th consecutive year, we hosted **Midtown Alliance's flagship annual meeting**—gathering civic leaders, developers, businesses, and urban visionaries to assess the state of the city and explore bold, local solutions for growth and connectivity. We also welcomed the **Magic Johnson Foundation's Champions' Soirée**, honoring diverse leaders in business and philanthropy, celebrating community impact through inspiring design, décor, and shared purpose. And we were honored to host the **Georgia Council on Economic Education's awards luncheon**, spotlighting the importance of economic literacy and K–12 education in preparing Georgia's students to thrive as informed citizens.

Equally meaningful are the gatherings that connect us to the future of Atlanta—such as the **Emerging 100 of Atlanta Spring Reception**, which brought rising Black leaders and mentors together, and the **Latin Leadership Reception**, where Latino changemakers across business, arts, and civic sectors came together to build community and momentum.

These events are not just moments of celebration; they are extensions of our mission to preserve and share the Fox while lifting up the communities that make Atlanta stronger, more connected, and more vibrant with every year.



Midtown Alliance President and CEO Kevin Green discusses future possibilities for changing the way Peachtree Street could function.  
PHOTO CREDIT: MIDTOWN ALLIANCE



Magic Johnson Foundation's Championship Soirée  
PHOTO CREDIT: SARA D. HARPER



# 111

Private Events



# 30,000+

Guests



## IMPACTFUL EVENTS

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PHOTO BY STEFÁN DENNIS; IG: @I.AM.STEFAN



**Rachel Bomeli, VP of Facility Operations,** accepts a partnership award on behalf of the Fox Theatre from the **Emerging 100** for hosting their annual reception.

The Emerging 100 of Atlanta, the young professional auxiliary of the 100 Black Men of Atlanta, hosted their Corporate & Community Partner Appreciation Reception at Fox Theatre that drew representatives from 42 different corporations and 12 community partners.

Hosting receptions like the one for the Emerging 100 of Atlanta reflects the Fox Theatre's ongoing commitment to building meaningful relationships with Atlanta's next generation of civic and business leaders. By opening our doors to organizations that are shaping the future of our city, particularly those invested in mentorship, economic empowerment, and community uplift, we help create the conditions for lasting collaboration.

In welcoming the Emerging 100, we honored our shared belief in the power of connection to drive real change.



## IMPACTFUL EVENTS

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The sold-out **Latin Leadership Reception** welcomed 250 guests and marked a powerful evening of connection at the Fox Theatre.

Bringing together a vibrant cross-section of civic, business, and cultural changemakers from Atlanta's Hispanic community, the event sparked new dialogue, strengthened relationships, and underscored the power of authentic partnership.

Moments like these are vital to our mission and to building a theatre that reflects, serves, and uplifts the full breadth of Atlanta's diverse communities.

# Capital Projects

MEETING OUR MISSION TO

***PRESERVE AND SHARE***

Our capital investment into the theatre  
averages over

**\$3 MILLION PER YEAR**



The Fox has spent over **\$111M** on  
Restoration, Preservation, and  
Maintenance since 1987.

## Restoration, Preservation, and Maintenance Expenditures:

FY 2021-2022	<b>\$3.0M</b>
FY 2022-2023	<b>\$5.5M</b>
FY 2023-2024	<b>\$4.7M</b>
FY 2024-2025	<b>\$4.6M</b>

We've committed over **\$17M** in capital investments to  
our preservation in just the last four years alone.



# Preservation Update

## Restoration of “Mighty Mo” the Organ



**ORGAN CHAMBER INSTRUMENTS**

Affectionately known as “Mighty Mo,” the Fox Theatre’s legendary Möller pipe organ has captivated audiences for decades. As the largest of its kind ever built by Möller, it remains a treasured symbol of the Fox’s legacy and commitment to preserving theatrical tradition.

This past year, we continued work on a multi-year restoration focused on meticulously cleaning and re-leathering the thousands of instruments housed within its five chambers. This delicate craftsmanship is essential to preserving the organ’s original tone and responsiveness.



**RESIDENT ORGANIST KEN DOUBLE  
WITH MIGHTY MO**

PHOTO CREDIT: MICHAEL BOATRIGHT

Thanks to the care of our facilities and preservation teams, projects like this ensure the Fox remains not just operational, but extraordinary. Their work safeguards the building’s history, character, and treasured assets so that it can continue to inspire, welcome, and delight audiences for generations to come.

“

Mighty Mo is part of what makes the Fox unique. This restoration ensures its legacy remains as strong as its sound.”

*-ALLAN C. VELLA  
PRESIDENT & CEO, FOX THEATRE*



## COMMUNITY PARTNERSHIPS

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At the heart of Fox Gives, the Fox Theatre's **Community Partnerships** arm, is a deep commitment to preservation, arts education, and economic development. Through a combination of financial support, restoration expertise, and operational mentoring, Fox Gives empowers communities to reclaim and reimagine their cultural landmarks.



Our work goes far beyond bricks and mortar; we invest in people. By focusing on youth engagement, local leadership, and sustainable growth, Fox Gives builds a stronger, more connected Georgia for generations to come.

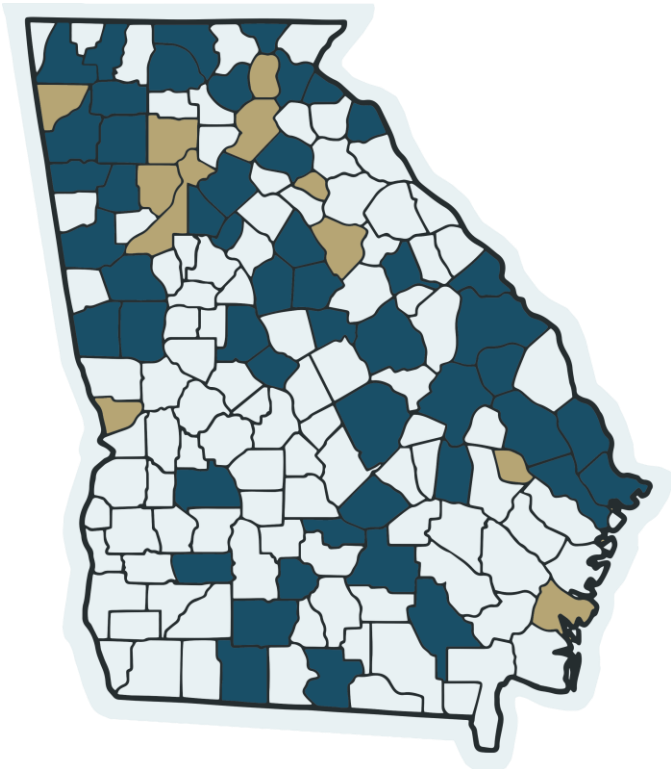


# COMMUNITY PARTNERSHIPS

## Fox Grants Across Georgia

In 2024, the Fox Theatre’s Community Partnerships arm, Fox Gives, awarded **\$500,000** in Single-Year Grants to 12 recipients across the state of Georgia. These grants reflect our commitment to preserving historic theatres and revitalizing the communities they serve. With a reach that is intentionally broad, Fox Gives continues to meet need where it exists—whether in small towns or urban centers—ensuring that Georgia remains strong and inclusive.

Since 2008, we’ve awarded **\$4.2 million** in grants statewide, including a \$500,000 Multiyear Grant to Hart County Community Theatre in fiscal year 2023/24.



 24/25 GRANT RECIPIENTS       PAST GRANT RECIPIENTS

### 24/25 GRANT RECIPIENTS

Springer Opera House	\$60,000
Friends of the Strand Theatre	\$33,000
City of Winterville Marigold Auditorium	\$58,000
Festival Hall	\$25,000
The Arts Council, First Methodist Church Project	\$75,000
Chattooga County, Tooga Theatre	\$20,000
Golden Isles Arts Assoc., Ritz Theatre	\$50,000
City of Canton, Canton Theatre	\$20,000
Arts & Cultural Authority, Claxton, Strickland Center	\$75,000
City of Hapeville, Royal Theatre	\$34,000
GA Historic Preservation Division, Chitlin Circuit	\$25,000
Sautee Nacoochee Community Association, Historic Gym	\$25,000

**\$500,000**



## EDUCATION + STUDENT ENGAGEMENT

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## Fox in a Box

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8,950 Students Reached

Aligned with Georgia  
Standards for Classroom Use

Expanded Access with  
Bilingual and Virtual Versions

## All-Access Pass Program

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Pilot Year Title I Schools:

- KIPP Atlanta Collegiate
- Rockdale Academy
- Hart County High School

Over 100 Students Engaged

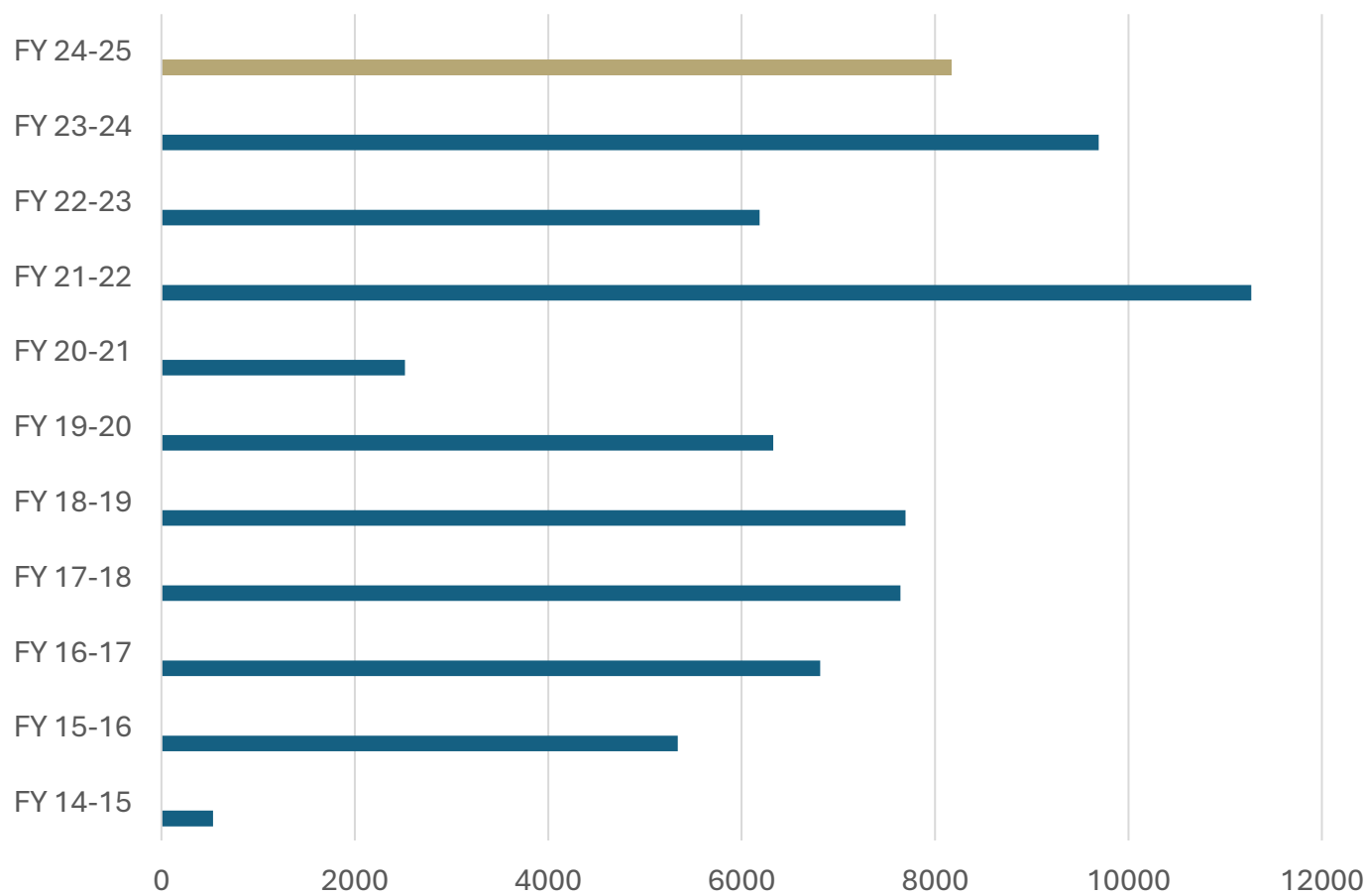
\$7,500 Scholarship Awarded





Annual Reach of Fox Gives Education Programs  
Fox in a Box | All-Access Pass Program

Total Students Reached



# THANK YOU

## VENUE SPONSORS

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GEORGIAN TERRACE HOTEL  
ATLANTA'S MODERN CLASSIC

## FRIENDS OF THE FOX DONORS | Listed from Highest to Lowest

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Michael & Brad Colasso  
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Ripple IT

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## LOCAL & STATEWIDE COMMUNITY PARTNERS

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Georgia Cities Foundation  
Georgia Council for the Arts  
Georgia Department of Community Affairs  
Georgia Downtown Association  
Georgia Historic Preservation Division  
Georgia Municipal Association  
Georgia Trust for Historic Preservation

League of Historic American Theatres  
National Endowment for the Arts  
South Arts  
Southface Institute  
University of Georgia  
Archway Partnership





## The Fox Theatre's story is far from finished.

As we reflect on the impact of this past year, we're already focused on what's next. Bigger ideas, broader access, and bold investments that expand how we share the Fox with more people across Atlanta and beyond.

From growing our Fox Gives initiatives to enhancing the guest experience and building momentum toward our 100th anniversary in 2029, the path forward is filled with possibility.

The curtain may close on this year, but the spotlight on what's ahead is only getting brighter.



# Stay Connected

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*#AtTheFox*



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