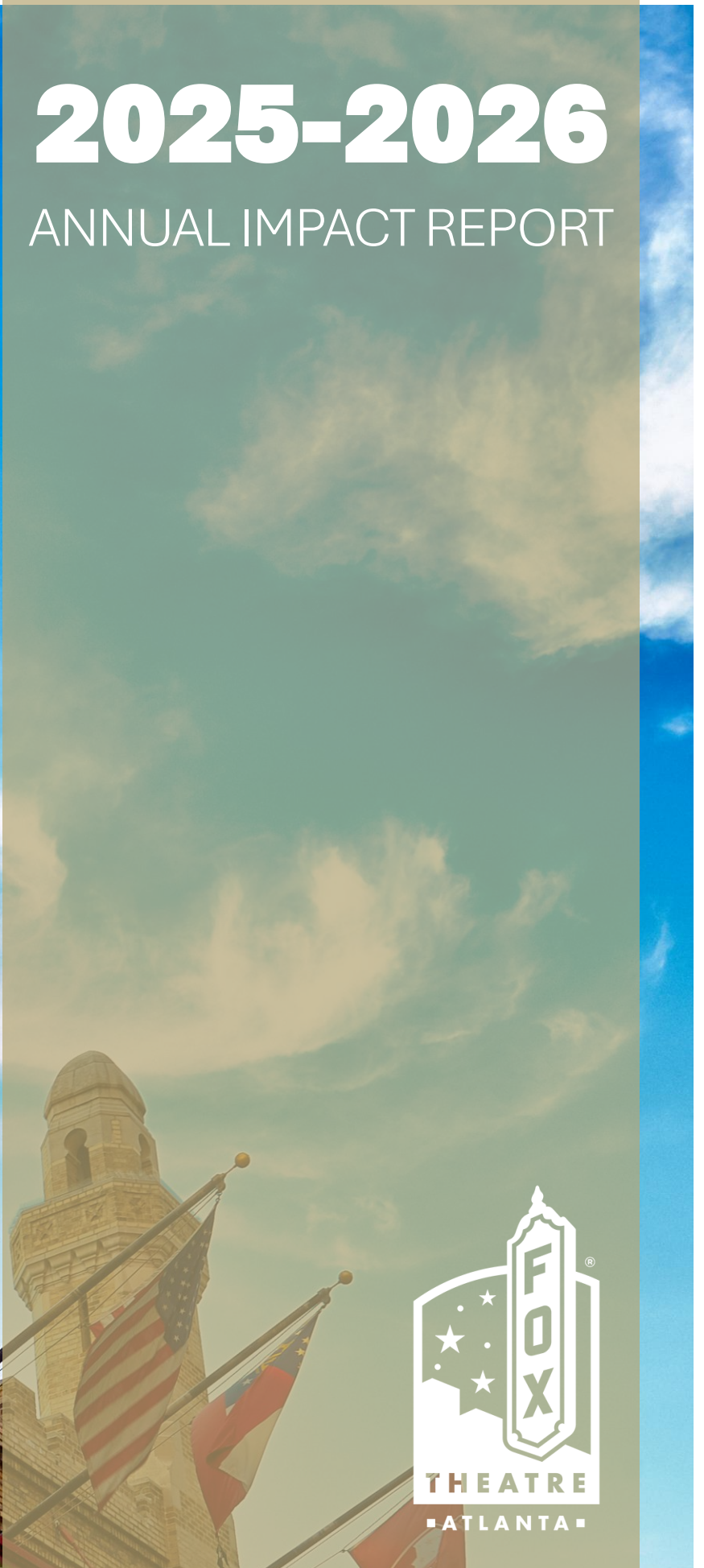


2025-2026

ANNUAL IMPACT REPORT



A LETTER FROM OUR CHAIRS OF THE BOARD

Dear Friends,

As I conclude my service as Chair of the Fox Theatre Board of Directors, I find myself reflecting with immense gratitude on what has been one of the most meaningful roles of my life. After more than 21 years of service on the Board, including the last three as Chair, it has been a privilege to help steward an institution that means so much to Atlanta and to me personally.

This year was a remarkable one for the Fox. We welcomed hundreds of thousands of guests through our doors, expanded the reach and impact of Fox Gives, invested in the preservation of this historic landmark, and continued creating experiences that bring people together through the arts. These accomplishments are a testament to the dedicated staff, volunteers, supporters, and fellow board members who care so deeply about the Fox's future.

Over the past two decades, I have had the rare opportunity to witness the Fox evolve while remaining true to what it has always been: a place of wonder, community, and connection. Not every organization can claim such a special place in the hearts of the people it serves. The Fox can, and that is something I will always cherish.

As I pass the gavel to Scott Taylor, who will assume the role of Board Chair on July 1, I do so with great confidence and optimism. The Fox's future is bright, and I look forward to cheering it on for years to come.

With gratitude,



Robyn Rieser Barkin
Immediate Past Chair,
Fox Theatre Board of Directors



To Our Fox Theatre Community,

The Fox Theatre is entering one of the most significant chapters in its history.

In just a few short years, we will celebrate our Centennial, a milestone few institutions ever reach. While anniversaries naturally invite us to celebrate where we've been, they also challenge us to consider where we're going. As I begin serving as Chair of the Fox Theatre Board of Directors after five years on the Board, I believe our responsibility is clear: to ensure the Fox enters its second century stronger than ever.

That means continuing to invest in the building entrusted to our care. It means expanding the reach of Fox Gives throughout Georgia. It means creating new opportunities for students, welcoming broader audiences, strengthening partnerships across Atlanta, and ensuring the Fox remains a place where memories are made for generations still to come.

The work highlighted throughout this report demonstrates that the Fox is not standing still. We are building on nearly 100 years of history while creating new traditions, new experiences, and new ways to serve our community. That balance of honoring what makes the Fox timeless while embracing what comes next, will define the years ahead.

I am honored to follow Robyn Barkin's outstanding leadership and to work alongside an exceptional Board of Directors, President and CEO, Allan Vella, and the dedicated staff whose passion makes this organization extraordinary every day.

The Centennial is not our finish line. It is our launch point.

I'm excited for what we'll accomplish together.

Sincerely,



Scott Taylor
Incoming Chair,
Fox Theatre Board of Directors



A LETTER FROM OUR PRESIDENT + CEO

At the Fox Theatre, our mission is simple: to preserve and share the Fox Theatre. While those words have guided us for nearly a century, their meaning continues to expand in powerful ways.

This year, we made the largest investment in community impact in our organization's history, awarding more than \$1.5 million through Fox Gives to support the preservation of historic theatres and the arts across our region. We did so because we believe the arts are essential. They strengthen communities, inspire creativity, create economic opportunity, and connect people in ways few things can.

Preservation also begins at home. This past fiscal year, we invested more than \$4.8 million back into the Fox Theatre, ensuring our historic building, stage, and guest spaces remain vibrant and accessible for generations to come. Those investments included the renovation of the Arcade Terrace into a beautiful new lounge within the Marquee Club presented by Lexus and the grand opening of the Fox Theatre Gift Shop. Both have become welcoming gathering places for our guests and serve as reminders that, even after nearly 100 years, there are still opportunities to breathe new life into this remarkable landmark.

More than half a million people visited the Fox this year to experience performances, celebrations, and moments of connection. The Fox Theatre has always belonged to the people, and this year we strengthened that connection by intentionally creating more opportunities to partner with the artists, organizations, brands, and civic leaders who help define Atlanta's culture and future.

Serving as President & CEO of this historic institution is a privilege and helping the creative ecosystem thrive is among the most fulfilling work we do. As you explore this report, I hope you see not only the impact we have made, but also the responsibility we embrace as stewards of a place that means so much to so many.

See you at the Fox,



Allan Vella
President & CEO, Fox Theatre



FOX THEATRE BOARD OF DIRECTORS

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
Emory University, Goizueta Business School



RYAN HALPERN
Corient Private Wealth



LARRY HANSON
Georgia Municipal Association



DOUG HOOKER
Immediate Past Chairman,
Community Foundation for Greater Atlanta



DAVID HUTCHISON
The Atlantic Companies



DR. RICH KANNWISCHER
Peachtree Presbyterian Church

FOX THEATRE BOARD OF DIRECTORS



BARB KING
Marketing Consultant



LAUREN KOONTZ
YMCA of Metro Atlanta



SONJUI KUMAR
KPPB Law



CELENA MATLOCK
Sierra Space



JAY MYERS
Seyfarth Shaw LLP



GLEN ROMM
Wells Fargo



IVAN SHAMMAS
Hispanic Plug



HOWARD SMITH
Entertainment Consultant



SCOTT TAYLOR
Carter



RYAN WILSON
The Gathering Spot

WHO WE ARE

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The **Fox Theatre** has been part of Atlanta's story for a long time.

Each year, more than half a million people come through its doors for performances, celebrations, tours, educational programs, and special events. Some are visiting for the first time. Others have been coming to the Fox for decades. Together, they are what keep this place vibrant.

As an independent nonprofit, the Fox Theatre exists to preserve one of the city's most treasured National Historic Landmarks while creating and sharing meaningful experiences with its audiences. Through **Fox Gives**, the Fox Theatre's community outreach initiative, the Fox extends that mission across Georgia through theatre preservation, arts education, and community partnerships. After all, every community deserves a place that brings people together and becomes part of its story for generations to come.

The pages ahead reflect a year of growth, investment, and connection, and the many ways the Fox continues to serve the people who call it their theatre.

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

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.

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

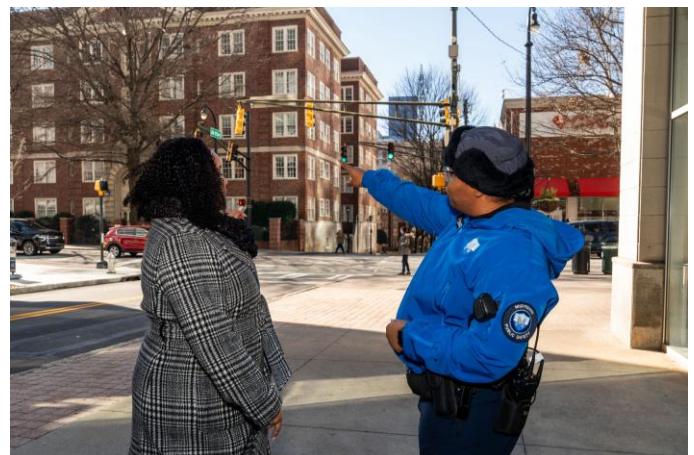
Where the Fox Stands Strong



In Spring of 2026, the Fox Theatre joined thousands of Atlantans for **Atlanta Streets Alive**, as Peachtree Street transformed into a car-free celebration of community. The annual event reflects the Fox's commitment to being an active partner in **Midtown**, supporting the neighborhood's vibrancy, encouraging walkability, and creating opportunities for people to experience one of Atlanta's most dynamic districts together.

Midtown Atlanta remains one of the safest places in the city. The district has now experienced three consecutive years of **record-low crime**, with each successive year in 2023, 2024 and 2025 lower than the prior year. Crime in the district fell 10% in 2025 compared to the year prior. Over the past 25 years, overall crime has declined by 72% in Midtown.

Midtown's **average daily population** continues to increase, with 100K people spending time here each day. This figure in 2025 is only 4% off from the previous highs achieved in 2019 (104K daily average).



**SELECT DATA AND INSIGHTS CITED HERE WERE INFORMED BY THE MIDTOWN ALLIANCE 2025 MIDTOWN PROGRESS REPORT*

FY 25/26 BY THE NUMBERS



170 Public Performances

92 Broadway Shows

31 Concerts

10 Comedy

12 Dance Performances

5 Films

20 Other

600,000 Theatre Guests

560,000 Tickets Sold



We Hosted:

105 Private Events

27,764 Guests



10,000 SQ FT Premium
Luxury Lounge Space

35,300 Club Guests

AWARDS + RECOGNITION



NATIONAL VENUE AWARDS

billboard

2025 #2 HIGHEST GROSSING VENUE
2,501-5,000 Category

POLLSTAR

2025 #6 HIGHEST GROSSING THEATRE WORLDWIDE
Year-end Charts

venues NOW

2025 #1 IN TICKET SALES
2,500-5,000 Category

 **IEBA**

IEBA 2025 THEATER OF THE YEAR
International Entertainment Buyers Association

LOCAL VENUE AWARDS

Atlanta

BEST OF ATLANTA WINNER
Best Live Theatre & Best Performing Arts Theater

Atlanta
JEWISH TIMES

2026 READER'S CHOICE AWARD
Best Performing Arts Center



ATLANTA BUSINESS CHRONICLE

CFO of the Year – Lifetime Achievement Award

Atlanta Business Chronicle

William Renshaw, VP and CFO

Recognized for more than 30 years of financial leadership, William Renshaw received the Atlanta Business Chronicle's 2026 CFO of the Year Lifetime Achievement Award. His stewardship has helped ensure the Fox Theatre's financial strength, resilience, and continued impact on Atlanta.



GeorgiaTrend

Georgia 500 Most Influential Leaders

Allan Vella, President and CEO



Venues Now All-Star Honoree

Rachel Bomeli, VP and COO

STANDOUT EVENTS

2025-2026 Season Highlights

The Fox Theatre showcased an incredible range of live entertainment that has made it one of Atlanta's most iconic venues.

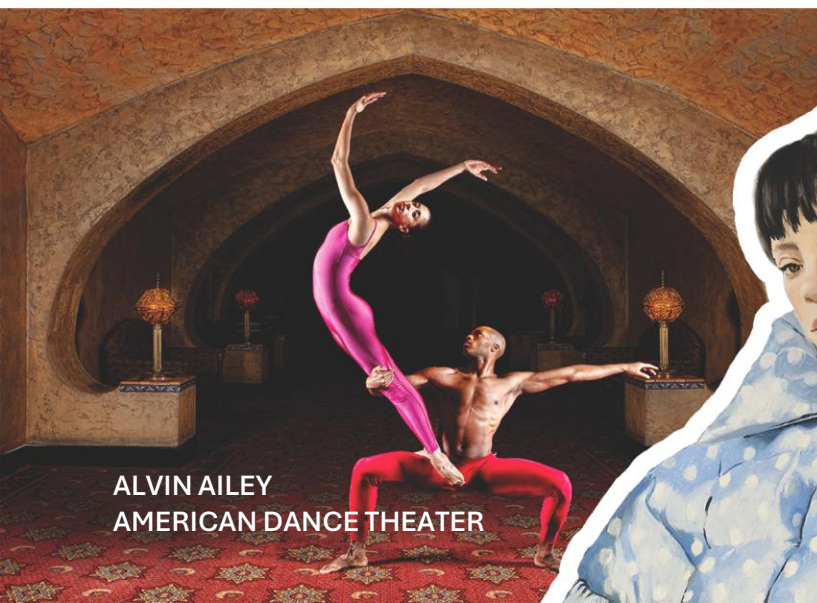
BIG THIEF

YO-YO MA



CAAMP

JOHN MULANEY MISTER WHATEVER



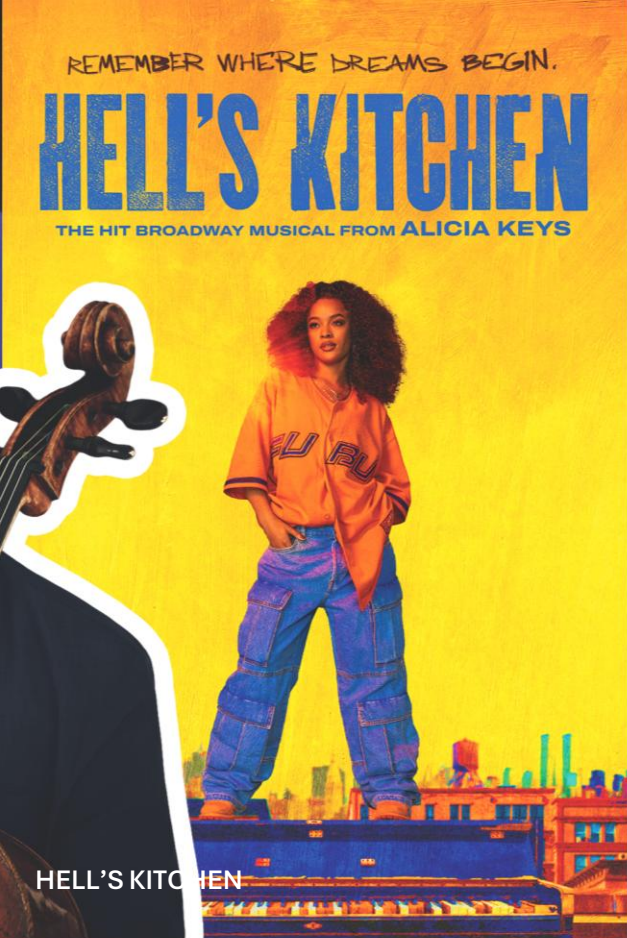
ALVIN AILEY
AMERICAN DANCE THEATER



LILY ALLEN



JOHN MULANEY



A Place to Inspire, Connect, and Shape Atlanta's Future



Some of the most impactful events hosted at the Fox reflect our belief that investing in young people is essential to Atlanta's future. In May, the Fox welcomed students, employers, civic leaders, and community partners for **the City of Atlanta's Mayor's Summer Youth Employment Program (SYEP), Signing Day**. Held in the Marquee Club presented by Lexus, the event celebrated young people preparing to enter the workforce and highlighted the importance of creating pathways to opportunity for Atlanta's next generation.

The event also provided an opportunity for Fox Theatre President and CEO Allan Vella to share the organization's commitment to youth engagement through All-Access Pass, a Fox Gives education initiative that connects high school students with live performance, career exploration, and mentorship opportunities. In his remarks, Vella encouraged organizations across Atlanta to invest in young people in the same spirit as both the City's Summer Youth Employment Program and the Fox's own efforts to inspire future leaders through the arts.

Sharing Industry Experience



The Fox Theatre is committed to supporting the future of the live entertainment industry by opening its doors to college students exploring careers in venue management and the performing arts.

Throughout the year, Fox staff volunteered their time to host behind-the-scenes tours for students studying hospitality and venue management at **Georgia State University and University of South Carolina**. These visits offered an inside look at the day-to-day operations of a world-class entertainment venue, while giving students the opportunity to hear directly from professional entertainment venue operators.

By sharing their expertise and experiences, Fox team members help connect aspiring venue professionals with the realities of the industry and the many career paths that exist behind every performance.



COMMUNITY ENGAGEMENTS



The **2026 HCCA Annual Forum** welcomed approximately 150 guests to the Fox Theatre for an evening of leadership, connection, and professional growth.

Presented by the Hispanic Corporate Council of Atlanta, the forum united 26 Fortune 500 senior executives with ERG leaders representing more than 60 metro Atlanta corporations, featuring intimate Executive Round Table conversations on leadership, inclusion, and career development.

Gatherings like this affirm the Fox's commitment to authentic partnership with Atlanta's Hispanic business community.



COMMUNITY ENGAGEMENT



To further our mission of sharing the Fox Theatre with all communities, we proudly launched our year-round Hispanic community engagement campaign: **Welcome to the Fox: Donde Late Tu Mundo (Where Your World Beats)**. The campaign shares a simple message with Atlanta's Hispanic families: *bienvenidos*.

Documentary-style video portraits bring the campaign to life, featuring Latino community members who share, in their own words, what the Fox means to them.

Every person's story and experience are the heartbeat of the Fox, making it a culturally vibrant space that brings families, friends and communities together.

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 **\$115M** on Capital Investments in Restoration, Preservation, and Maintenance since 1987.

Capital Restoration, Preservation, and Maintenance Expenditures:

FY 2021-2022	\$3.0M
FY 2022-2023	\$5.5M
FY 2023-2024	\$4.7M
FY 2024-2025	\$4.6M
FY 2025-2026	\$4.8M

We’ve committed over **\$22M** in capital investments to our preservation in just the last five years alone.

Fox Theatre Gift Shop

This year, the Fox Theatre breathed new life into a previously unused reception space, transforming it into the new **Fox Theatre Gift Shop**.

Designed to serve both theatre-goers and tour guests, the shop offers a curated collection of merchandise inspired by the Fox and the experiences created within its walls. From magnets and apparel to exclusive collectibles and custom program binders designed for Broadway enthusiasts, the shop gives guests an opportunity to take a piece of the Fox home with them



“The Fox has always inspired loyalty. The Gift Shop gives that loyalty a home.”

- JAMIE VOSMEIER
CHIEF MARKETING OFFICER,
FOX THEATRE

Fox Theatre Pays it Forward in a Big Way

With a Record-Breaking Year in Giving, Fox Gives Grants \$1.5 Million



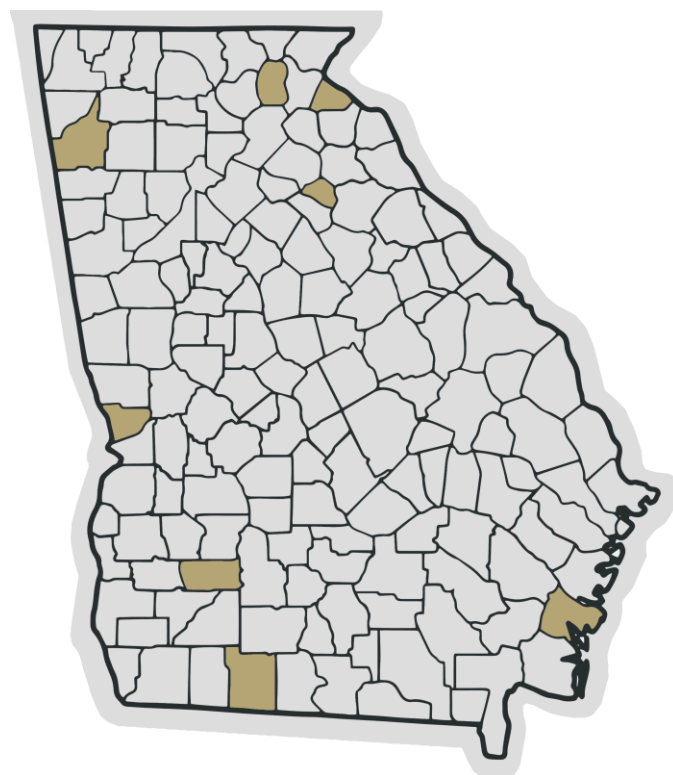
FY 2025/26 marked a milestone year for **Fox Gives** as we expanded our impact across Georgia. In May, Fox Gives announced a record **\$1.5 million investment** in Georgia's historic theatres. **The Historic DeSoto Theatre in Rome, GA** and the **Thomasville Municipal Auditorium in Thomasville, GA** each received **\$500,000** to support long-term preservation and revitalization, while an additional **\$500,000** was awarded across eight historic theatres statewide. Together, these investments strengthen cultural landmarks, revitalize local communities, and ensure these treasured gathering places continue serving future generations.



Fox Gives Grants Across Georgia

In 25/26 Fox Gives awarded **\$1,500,000** in grants to nine historic theaters and local landmarks across Georgia.

The funding will help these treasured performing arts venues adapt to meet community needs, ensuring they remain vibrant gathering places that spark creativity, foster connections and fuel local economies well into the future.



 **25/26 GRANT RECIPIENTS**

25/26 GRANT RECIPIENTS

The Historic DeSoto Theatre, Rome	\$500,000
Thomasville Municipal Auditorium, Thomasville	\$500,000
Colored Memorial Building Auditorium, Brunswick	\$45,000
The Historic DeSoto Theatre, Rome*	\$62,500
Morton Theatre, Athens	\$57,000
Ritz Theater & Cultural Center, Albany	\$47,000
Ritz Theatre, Toccoa	\$65,000
Sautee Nacoochee Historic Gymnasium, Sautee Nacoochee	\$100,000
Springer Opera House, Columbus	\$58,500
Thomasville Center for the Arts Auditorium, Thomasville	\$65,000

**Received two grants in 25/26*

\$1,500,000

Keeping the Arts Alive

Educating the Next Generation of Arts Leaders

Through our education initiatives, students experienced the arts in meaningful and transformative ways, including **All-Access Pass** shadowing days that provided behind-the-scenes access to careers in theatre operations, production, marketing, guest services, and more. Together, these efforts reflect our commitment to strengthening communities through theatre by preserving cultural landmarks, inspiring future arts leaders, and ensuring the arts remain accessible for generations to come.

This year, Fox Gives awarded **\$14,500 in scholarships** to two outstanding All-Access Pass participants whose commitment to the arts distinguished them among a competitive applicant pool.



Olivia Bowen (Dalton High School) received a **\$4,500 scholarship** and will attend the University of Georgia to study Occupational Therapy while pursuing a minor in Musical Theatre.



Mike Leon Martinez (Pebblebrook High School) received a **\$10,000 scholarship** to study Design and Production with a concentration in Scenic Technology at the University of North Carolina School of the Arts.



Fox in a Box

10,100 Students Reached

Aligned with Georgia
Standards for Classroom Use

Expanded Access with
Bilingual and Virtual Versions

All-Access Pass Program

25/26 Participating Title I Schools:

- Dalton High School
- Hart County High School
- Pebblebrook High School
- Putnam High School

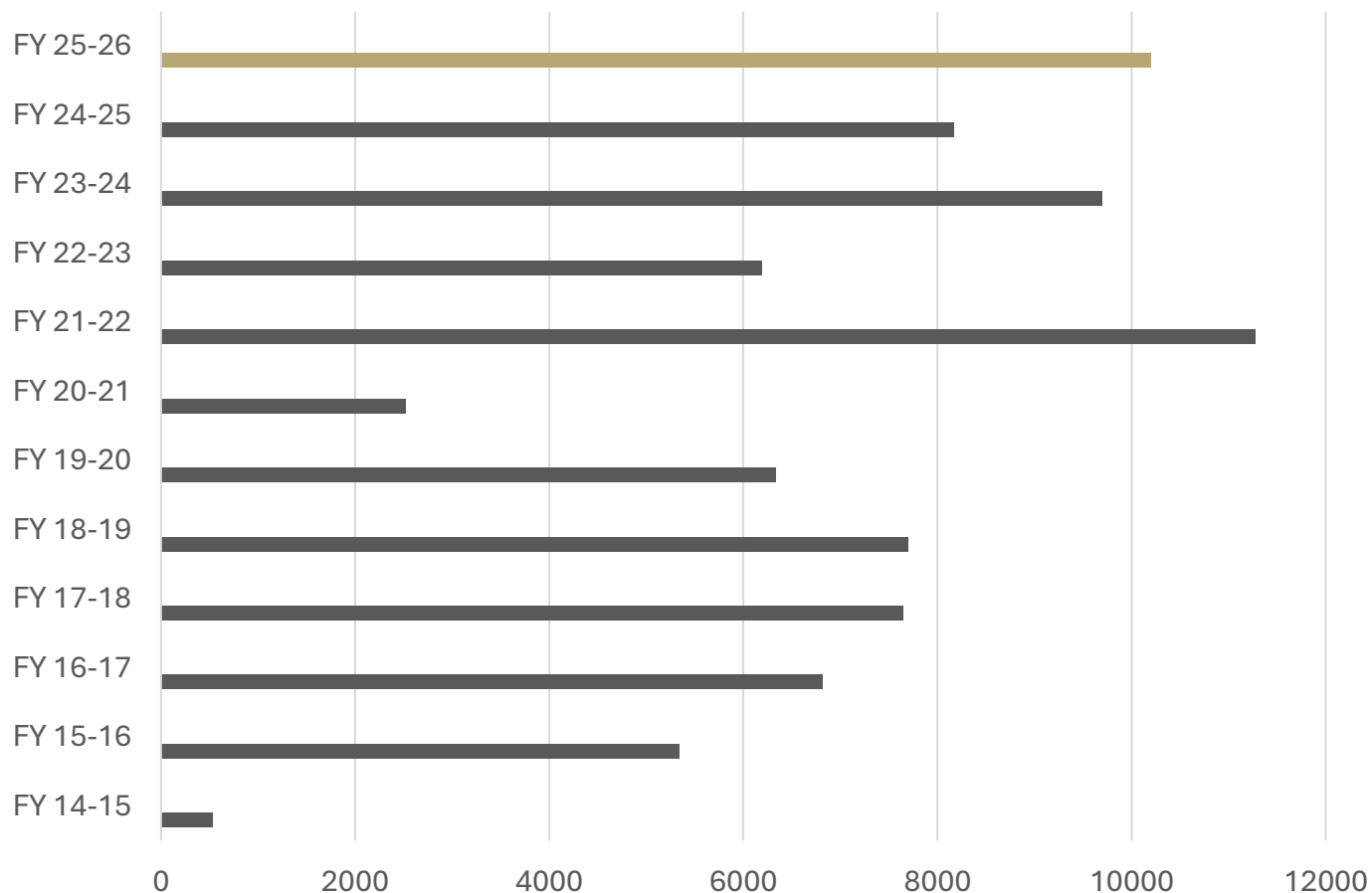
100 Students Engaged

\$10,000 and \$4,500 Scholarships
Awarded

10,200 Students Reached



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



82,793

TOTAL STUDENTS REACHED SINCE 2014

THANK YOU

VENUE SPONSORS



GEORGIAN TERRACE HOTEL
ATLANTA'S MODERN CLASSIC

FRIENDS OF THE FOX DONORS | Become a supporter today.

To learn more visit foxtheatre.org/support.

LEGEND LEVEL - \$10,000

Michael & Brad Colasso
Gary Martin Hays & Sheri Hays
Ripple IT
Tower Lights Charities

MARQUEE LEVEL - \$5,000

Diana Blank
Wynne Breland
Michelle & Matt Chambless
Michael Crew
Drew Eckl & Farnham
Victor Holden III
Law Offices of George E. Butler II
Jill & Mitch Lowery
Margaret Ann Ross
Carrie & Scott Taylor
Andrea & Andy Wightwick

ENCORE LEVEL - \$2,500

Ira & Talmer Curry, Jr.
Susan Starr
Nicole & Allan Vella

ENTOURAGE LEVEL - \$1,000

Robyn & Tom Barkin
Laura Braswell, DDS
Harold Brody & Donald Smith
Jeffrey Cooper
Joy & Ritchie Dickey
Cindy & Steve Ensor
Christine & Drew Fry
Lucy C. Gee
Josie Berry & David Green
Jill & John Holder
Tari & William King
Drs. Starane Shepherd & David Long
Grace & Jason Martin
Carole Cole Musarra

Sara Ohmer
Wendi & Andrew Schutt
Sheryl & Tony Steadman
Heather & Joe Vivona
Riesling & Douglas Walker
Jenny & Woody White
Dorothy B. Ziemer

INSIDER LEVEL - \$500

Laura Gossage
Barbara J. & Charles P. Hoag
Joanne & Walter Huntley, Jr.
Adam Kennedy
Todd M. Maziar
Nancy Regina Smith

LOCAL & STATEWIDE COMMUNITY PARTNERS

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

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

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