

THE EMBASSY THEATRE

IMPACT REPORT 2024-25

Our Mission:

The Embassy Theatre enriches the cultural life of the region by providing a wide range of arts and entertainment experiences in a historic venue.



BIG Accomplishments 2024-25

1. Completed strategic plan goals that were adopted in 2018; adopted three new bold goals in August 2025.

2. Audiences Unlimited Inc. acquired by the Embassy in July 2025.

3. The second Middle Waves Music Festival took place and was returned to Headwaters Park.

4. Broadway at the Embassy expanded:

- Two nights for each show
- First season as a co-presenter with Nederlander National Markets
- New Balcony Club package offers financial accessibility

5. Second year of new programming mix of rentals, bookings, co-partnerships



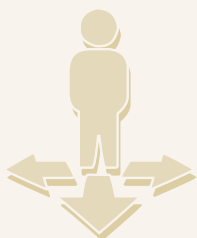
Building on a Strong Foundation



The completed strategic plan established four goals centered on strengthening programming and community engagement. These guiding priorities now serve as **evergreen pillars** within the Embassy's strategic framework:

- **Deliver innovative and diverse programming** that expands opportunities to experience the arts.
- **Strengthen regional arts collaborations** to enrich cultural offerings throughout the community.
- **Grow educational programs** that connect patrons of all ages to the Embassy's history and mission.
- **Foster a creative culture** that empowers staff and volunteers to deliver exceptional arts experiences.

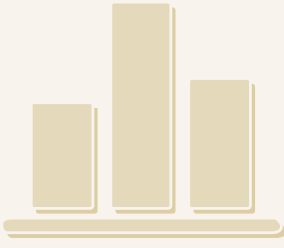
A Vision for the Future



In August 2025, the Embassy's Board of Directors adopted a new strategic plan focused on three bold initiatives for the years ahead:

- **Inspire national recognition of the Embassy's 100-year impact**
- **Become the most accessible historic theater in the nation**
- **Position Fort Wayne as a recognized Music City through Middle Waves**

By the Numbers



298

**TOTAL EVENTS
AT EMBASSY**

49

**SPECIAL/PRIVATE
EVENTS**

121,000

PATRONS

405

VOLUNTEERS

77

STAGE SHOWS

5,000

ARTISTS

10

**BROADWAY
PERFORMANCES**

10,000

**EDUCATION
PATRONS**

5

**MIDDLE WAVES
BANDS**

1,146

**MIDDLE WAVES
PATRONS**

REVENUE

\$3,914,841

**EARNED
INCOME**

\$1,284,490

CONTRIBUTIONS

\$1,811,906

BEQUESTS

\$311,742

**INVESTMENT
INCOME**

EXPENSES

\$5,957,917

PROGRAM

\$815,926

**MANAGEMENT
& GENERAL**

\$224,660

FUNDRAISING

Expanding Access for Audiences Unlimited



In July 2025, the Embassy officially welcomed Audiences Unlimited through a strategic merger that expands arts access for individuals who may otherwise face barriers due to age, location or ability. Audiences Unlimited provides music and theater to senior facilities, area councils on aging and organizations serving community members with disabilities.

1,353

PROGRAMS

56

LOCATIONS

10,000

INDIVIDUALS

Other Education Highlights



5 Learn it Live free shows for children

Artist Chat with Broadway Star Reeve Carney

Broadway Buzz prior to 2 Broadway Shows

SCORE! summer devised theater camp
for middle-schoolers

Refreshed student field trip programs
and retrained staff and volunteers

Volunteers Elevate the Embassy Experience



Volunteers contributed an impressive 5,869 hours of service with additional hours provided by the volunteer board of directors and the volunteer Grande Page organ crew.

This year, **45 volunteers** reached milestone anniversaries, with service ranging from 5 to 50 years.

Powerful Partnerships

Concordia Lutheran High School
Fort Wayne Civic Theatre
Fort Wayne Dance Collective
Fort Wayne Philharmonic
Fort Wayne Youtheatre
Honeywell Arts & Entertainment
Music Lovers Lounge
Nederlander National Markets
PFW Gold Top Records
Project Ballet
University of Saint Francis
Visit Fort Wayne

Board Members 2024-25

W. Thomas Smith - chair

Christopher Nusbaum - vice chair

Rachel Osting - secretary

Jeff Woenker - treasurer

Allison Acosta-Smith

Mike Bynum

Emily Darrah

Lisa Givan

Beth McAvoy

Brian Miller

Thao Nguyen

Laura Olivero

Jolynn Suko

Melissa Terhune

Jermaine Thomas

Susan Wesner