

THE LOFT

C I N E M A



THE LOFT CINEMA
A 501(c)(3) nonprofit arts organization

A cultural resource in Tucson, Pima County
and Southern Arizona since 1972



MOLIERE
ONCE LA VIE EN ROSE
SUNDAY: PERSONA & BLOW-UP
BOOKMANS PRESENTS SUPERMAN
NOW SERVING BEER WINE &



MISSION STATEMENT:

The Loft is a local nonprofit cinema dedicated to creating community through film, honoring the vision of filmmakers, celebrating ideas and promoting the appreciation and understanding of the art of film.

The Loft is one of a handful of successful art cinemas in the US.

An authentic Tucson arts organization, The Loft has been bringing great film to Tucson since 1972. Open 365 days a year, with 3 state-of-the-art digital theaters, The Loft is the only nonprofit art cinema in Arizona and one of the state's leading arts organizations.

The Loft is a hallmark of our community's commitment to "buy local."

A city without an independent cinema is like a city without local mom-and-pop restaurants.

THE LOFT: REGIONAL IMPACT

The Loft is a destination arts organization, drawing audiences from across Pima County and beyond.

SUSTAINABILITY:

- The Loft has operated with a net profit for the past 9 years with revenue and attendance growing every year
- Attendance to date: 169,732 (up 21% over 2012)
- 8,064 addresses in our data base
- 69 of 73 zip codes in Pima County 65 other communities in the state; 45 other states, Mexico and Canada
- FaceBook Friends: 12,514 • 11,145 email subscribers
- 282,852 unique visitors to www.loftcinema.org in 2013 • 1,328,640 page views



(TO DATE) IN 2013, THE LOFT HAS:

Screened 450 new films from 70 countries

Worked with over 90 community partners, including

U of A College of Science, Pima County Library, The Aurora Foundation, Native Seed Search, Tucson Jewish Community Center, Border Action Network, Alliance Francaise Tucson, Pima Council on Aging, Native Eyes Film Showcase, & Southern Arizona AIDS Foundation

Hosted 71 filmmakers including Pete Kozachik, Kirby Dick, Joel Hodgson, Jon Lovitz, James Ponsoldt, Brie Larson, Chaske Spencer, Dr. Veronica Bray (Planetary Scientist, UA Lunar & Planetary Lab)

The 7th annual Loft Kids Fest (formerly known as the Tucson International Children's Film Festival) entertained 3,531 children of all ages for 9 days of free films, activities and surprises.

The 4th annual Loft Film Fest screened 40 films with 23 guest filmmakers for 3,632 people over 4 days in November.

THE LOFT IS BUILDING FOR THE FUTURE



GOAL: \$2,500,000
RAISED TO DATE: \$1,500,000



WHAT'S BEEN ACCOMPLISHED:

The Loft purchased and repurposed the adjacent auto repair shop, making it a state-of-the-art third screen. The Loft purchased an adjacent vacant property to create 82 additional parking spaces. All 3 theaters have state-of-the-art digital technology.



WHAT'S LEFT TO DO:

- **New construction to join the two buildings - with a large lobby, new accessible restrooms, an elevator, a larger concession stand, administrative offices and a fourth theater.**
 - **Rehabilitation of historic theater**
- **Completion of the Development Plan including improvements along Speedway and safer traffic flow**
 - **Restore the historic marquee**



VALUE TO PIMA COUNTY RESIDENTS:

Preservation of a classic midcentury modern façade.

Creation of a sustainable, nationally-recognized regional film-based art center that draws audiences from across Pima County and beyond.

Support for the bond election.