

ANNUAL REPORT 2015



THE
VOGUE THEATRE
MANISTEE

On December 7, 2013 the greater Manistee area witnessed the rebirth of the Historic Vogue Theatre. Previously vacant for nearly a decade, the Vogue is the product of nearly five years of strong vision, determined passion and abundant generosity of this community's residents and businesses.

As the 501c3 non-profit organization that oversaw the revitalization of our local cinema, the Historic Vogue Theatre of Manistee (HVTM) has successfully operated the Vogue since that rebirth in late 2013. We are extremely proud to be able to bring the best and biggest movies to Manistee as well as offer a slew of special events to all who live in and visit our beautiful community.

V
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We constantly strive to provide the best cinematic experience to every one of our patrons, from our amazing picture & sound and comfortable seating to our neighborly service and value-driven pricing model.

The Vogue is proud to be making a significant positive impact on the downtown area and community as a whole.

In the years to come, we will continue to fulfill the promise of the Vogue Theatre, and we are thrilled to have you be a part of it.

- The HVTM Board of Directors, Staff & Volunteers

GODZILLA 2D PG13
OPEN EVERYDAY
PARDON OUR DUST

THEATRE VOGUE

We take pride in our diverse programming at the Vogue.

- Of the twenty feature films nominated for 2015 Academy Awards in the major categories (best picture, director, screenplay, the acting categories and cinematography) the Vogue showed 90% of the nominees.

- All fifteen Oscar-nominated short films were screened as well.

PROGRAMMING DIVERSITY

- Of the top fifteen highest-grossing films (nationwide) of 2015, the Vogue presented all but one during their initial release!

Bringing the Best and Biggest
Movies to Manistee



Our Most Popular New Release Films of 2015

1. *Star Wars: The Force Awakens*
2. *Jurassic World*
3. *Inside Out*
4. *Minions*
5. *American Sniper*
6. *The Hunger Games: Mockingjay Pt. 2*
7. *Mission Impossible: Rogue Nation*
8. *Avengers: Age Of Ultron*
9. *The Martian*
10. *Cinderella*
11. *Do You Believe?*
12. *The Good Dinosaur*
13. *Pitch Perfect 2*
14. *Ant-Man*
15. *Tomorrowland*
16. *Bridge Of Spies*
17. *Spectre 007*
18. *A Walk In The Woods*



Our Most Popular Limited Release Films* of 2015

1. *Still Alice*
2. *The Woman In Gold*
3. *The Imitation Game*
4. *The Theory Of Everything*
5. *Wild*
6. *Whiplash*
7. *Mr. Holmes*
8. *Second Best Exotic Marigold Hotel*
9. *Brooklyn*
10. *It Follows*
11. *Me & Earl And The Dying Girl*
12. *Love & Mercy*
13. *Birdman*
14. *Suffragette*
15. *Sicario*

** Limited Release is a term used to identify a film that did not receive large, nationwide distribution on its original release. Typically these are specialty, independent films.*





**Memberships
On the Move!**

Vogue Theatre Memberships foster loyalty, a sense of ownership and mean great discounts!

51% *The increase in number of members in the three months following an innovative price re-structuring to our membership program.*

177% *The increase in membership revenue during that same period of time.*

A SPECIAL PLACE

Dozens of fun, entertaining and community-building events held throughout the year make the Vogue more than just a movie house.

From costume contests for kids to special pre-show entertainment...from live sporting events on-screen to once-in-a-lifetime movie events...

We are in the business of making memories.

*it's a
WONDERFUL
LIFE*



With special educational programs and local tie-ins like these, the Vogue is

More Than Just Movies...

The nation-wide release 'Do You Believe' was produced largely in Manistee and featured a large number of local cast and crew.

We welcomed the film to sold-out crowds during its run, and held a special screening featuring a panel discussion, meet & greet and autograph session with cast and crew members from near and far.



Manistee native Clinton Trucks produced the award-winning documentary 'Call Me Lucky' (directed by Bobcat Goldthwait) and held a special hometown screening at the Vogue during the film's festival run throughout the country. The powerful documentary subsequently picked up a national distribution deal.



In an effort to raise awareness of teenage homelessness, West Michigan native Kirsten Kelly presented her film 'The Homestretch' followed by a panel discussion with local service providers and Kirsten herself (from New York) via Skype!



We showcase our commitment to bring the best in cinematic programming to all with our myriad of free and nearly-free opportunities.

Every Saturday morning is a different family-friendly film for only 25cents per ticket.

Our Wednesday morning classics series only costs \$2 per ticket.

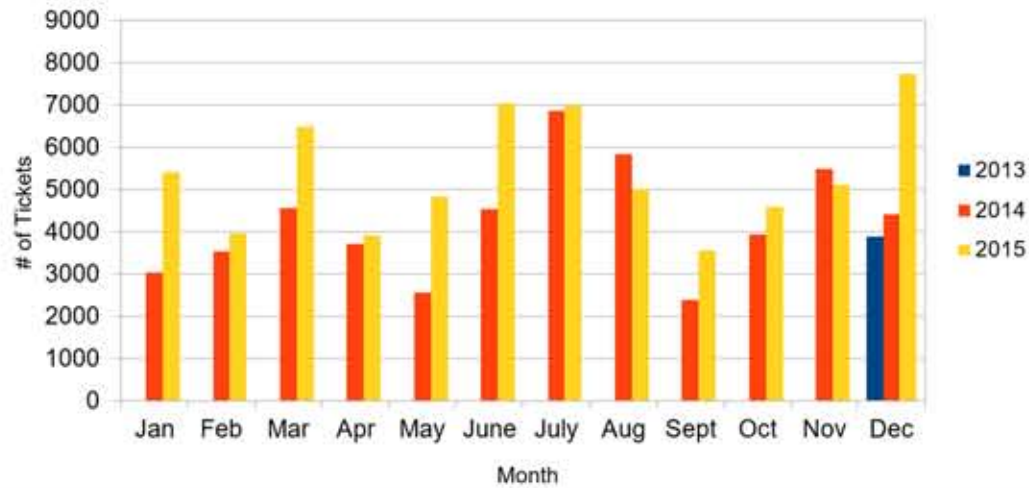
The Vogue hosts thousands of students throughout the year for field trips and films that tie in with curriculum. These are presented for very little cost.



During Spring Break an entire week of free programming is offered - nearly 30 free films in all. It's our busiest week of the year with packed houses day in and day out!



Monthly Ticketed Attendance



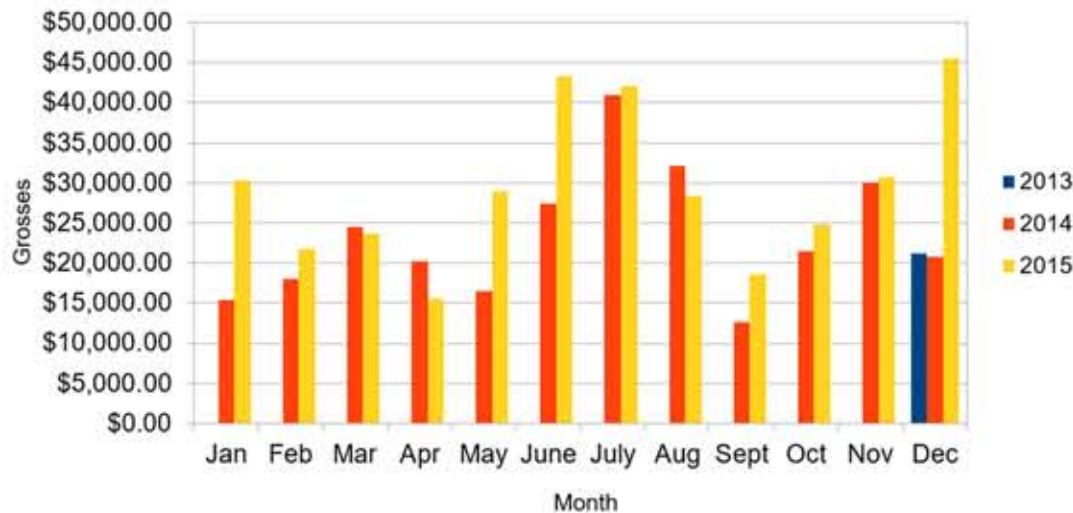
Attendance at the Vogue - and with it ticket revenues - have steadily increased since we opened our doors. It took exactly one year to hit our first 50,000 patron milestone - and we passed 100,000 patrons under nine months later!

Concessions sales are a significant part of the Vogue's business model. While incredibly important to the 'bottom line', we still emphasize value and are proud to have the lowest concessions pricing anywhere in Northern Michigan.

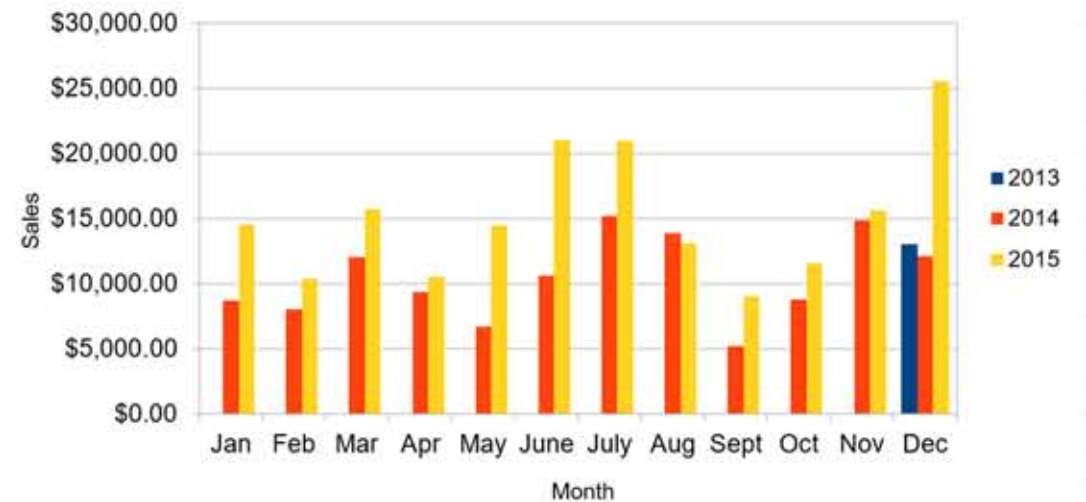
Exciting promotions such as the annual 'popcorn bucket' discount program, special low-priced concessions options for the Saturday family matinee shows and our popular 'combo' options mean that our patrons can enjoy a great film with 'all the fixin's' without breaking the bank!



Box Office Grosses By Month



Concessions Sales By Month



It's Working.

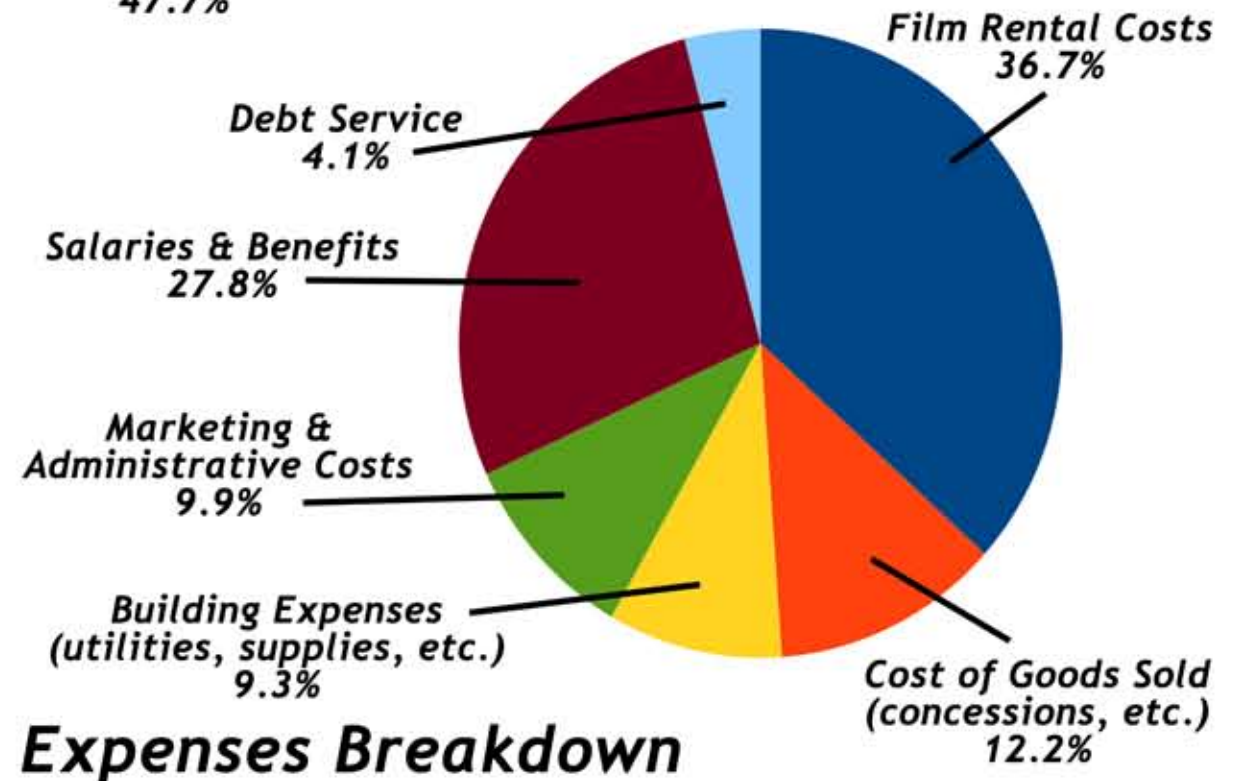
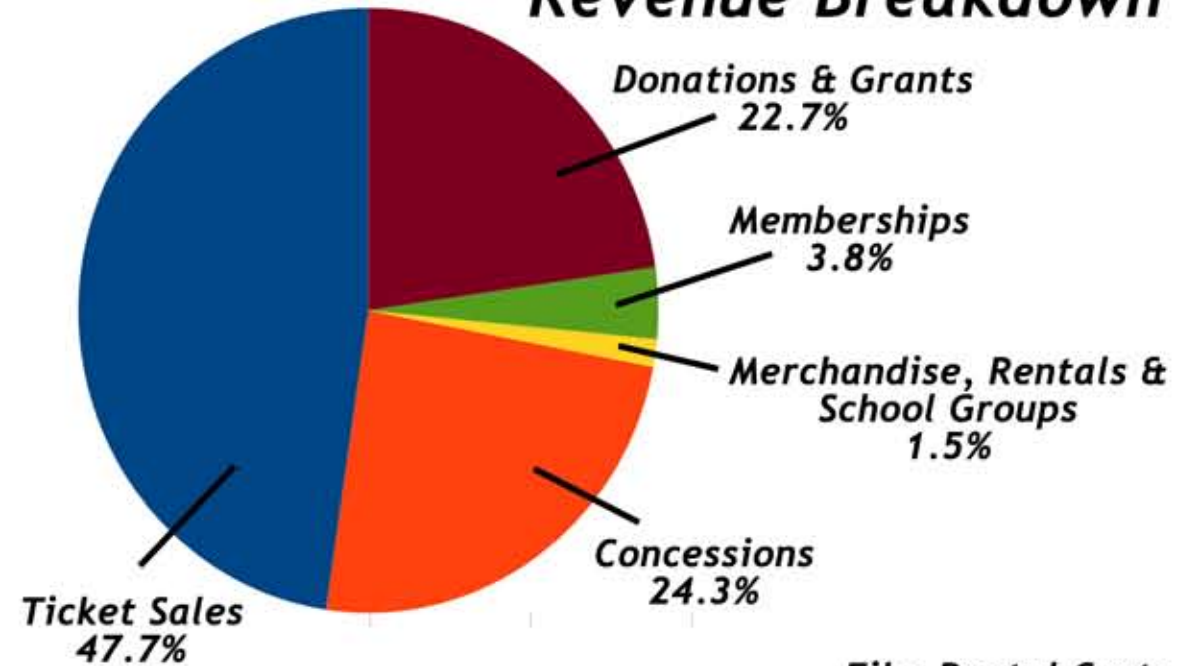
Month after month is consistently "in the black" at the Vogue.
We meet all of our operational expenses with our sales revenue.
By consistently providing a top-notch experience and keeping expenses in check, our non-profit downtown cinema isn't just working. It's thriving.

Taking into account all sources of revenue (including grants and donations) and all spending (including capital expenditures, debt service and depreciation) our increase in net assets for 2015 was **\$115,044**

60% The amount of our \$100,000 emergency reserve fund we have already set aside.



Revenue Breakdown





5 members of our "small but mighty" staff at the Vogue. Each is cross-trained to be able to run all aspects of the day-to-day operation of the theatre.

11 members of our all-volunteer Board of Directors, each with a passion for providing the best experience possible and ensuring the Vogue's continued success. A three-year strategic planning process began at the end of 2015.

350+ active volunteers at the Vogue who work tirelessly to make our theatre special. From popping our delicious popcorn to giving tours to undertaking physical improvement projects...our volunteers are what make this place tick.

14,600 the number of volunteer hours logged in 2015 - which is the equivalent to seven full-time employees. Some volunteers help multiple times a week, some drop in a couple times a month. All are amazing.



WHAT PEOPLE ARE SAYING...
"I love this place. The movie selection is awesome. I love that I can see independent films and block busters in our small town. The volunteer staff are super friendly and the managers clearly love what they do."



"We had the best time! The cartoon before the movie was cute! The seats were comfortable, sound & screen were great! This is definitely one of Manistee's gems! Great atmosphere and Volunteers!"
"The whole family has a blast every time we go to The Vogue!"



"So very happy to have the Vogue back...having fun making memories at the Saturday morning movies with my grandson."
"I love that we can have an affordable movie night. Keep up the great work; your theatre is well worth it!"





To get involved, volunteer, donate or check out our coming events:
www.voguetheatremanistee.org

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