

TROPIC CINEMA



KEY WEST

2014 Annual Meeting

**In 1999, a small but resolute community
of cinephiles in Key West started
with a modest goal:
To bring quality film to Key West.**

**Ten years ago this April,
Tropic Cinema opened its doors.**



It took a community then . . .



It takes a community now.

Film for our Community

It Takes a Community

To sell you tickets.

To pop and butter your popcorn.

To select your films.

To retrieve your membership card.

To ice down your beer.

To get you to the right theater.

To fold our letters and stuff our envelopes.

To polish our condiment counter.

To keep the Tropic spic and span.

To help with your membership form.

To pour you a glass of wine.

To deliver our flyers.

To find that lost sweater.

To clean our 3D glasses.

To smile and say, "Hi! Welcome to the Tropic!"

Our Community of Volunteers

Matthew Almeda

Karen Andrei

Ron Andrei

Jeannee Arkin

Catherine Austin

Scott Aylward

Marilyn Bamford

Mary Jo Banks

Harry Barnett

Jake Beal

Roxanne Bean

William Bean

Nancy Beck

Nancy Bender

Stuart Bennett

Phyllis Bennett

Sarah Benson

Robert Bishop

Barbara Blackmore

Logan Boley

John Bollinger

Michel Boutin

Nancy Boylan

Ian Brockaway

Our Community of Volunteers

Sharon Brophy

Lela Checco

Ramon Dawkin

Carol Buckley-Fisk

Tom Clark

Ed Demore

Ed Bulmer

Steven Cohen

Margaret Domanski

Huguette Bulmer

Alex Conley

James Dwinell

Shelley Cambern

J David Cooper

Rita Eaton

Ray Campbell

Sandra Cornell

Samantha Fann

Neil Chamberlain

John Danley

Craig Federspiel

Jaime Chapman

Diane Davenport

Ed Flack

Our Community of Volunteers

Loretta Foreman

Glenn Frederick

Jeff Frost

Kate Gaboardi

Michael Gaudiano

Paul Geisz

Georgi Georgiev

Ken Gerken

Susan Gerken

Norma Gilmore

Chuck Gilmore

Gayle Glover

John Glover

Eddie Goldstein

Runi Goyal

Leona Griffith

Richard Grusin

Ed Guillory

Judy Hadley

Matthew Hall

Ralph Heitman

Danais Hernandez

Cathy Hesse

Janice Hilliard

Our Community of Volunteers

Janet Hinkle

Suzanne Howze

Marybeth Hurd

Jordan Huthmacher

Dee Johnson

Hugh Johnson

Suzanne Johnson

Ann Jonas

Joyce Jones

Armand Julian

Eileen Kawaler

Jill Keeler

Marilyn Kitt

Andrea Kopelman

Maureen Koza

Mary Lamont

Anthony Lawrence

Mike Lepine

Adam Lepine

Chris Lewis

Duwayne Litz

Jennifer Lopes

Tracy Loss

Elizabeth Love

Our Community of Volunteers

David Lybrand

Maria Lybrand

Michele Lynn

Jessica Mack

Marcelino Malpica

Femi Manners

Jo Marcus

Mike Marrero

Al Martorelli

Lucy Mayer

Tina Mazzorana

John McCoy

Eamon Meisner

Kim Mesenburg

Dawn Messing

Aloys Metty

Carol Metty

Heather Mia

Nikki Miklos

Stephen Miller

Stephanie Miller

Annie Miners

Deborah Morales

Wes Morgan

Our Community of Volunteers

Shane Moseman

Donna O'Hearn

Susan Prince

Nancy Nead

Jennifer O'Malley

Barbara Pullem

Noe Nelson

Rejane Oldham

Elvin Quinones

Paul Nelson

Shane Oldham

Linda Reinhardt

Derek Nelson

John Parce

Shirell Rhoades

Tyler Niccum

Amy Pecis

Sarah Rice

Jens Nielsen

Claire Perrault

Michael Robinson

Bruce Nielsen

Walter Price

Cheryl Roby

Our Community of Volunteers

Stacy Rodriguez

David Rooney

Christine Roselli

Cindy Roy

Steve Schievelbein

Karen Schievelbein

Marianne Schippereit

Mary-Lynn Schultz

George Sebren

Kathy Shackle

Jacob Shores

Cliff Simmen

Jim Simmen

Wanda Simmen

Cindy Simpson

Roberta Spencer

Molly Stauffer

Joey Stauffer

Adam Sweeney

Tess Swiecanski

Alex Symington

Morey Talbot

MJ Taylor

Clara Taylor

Our Community of Volunteers

Steve Teachout

Alan Teitelbaum

Janie Teitelbaum

Julia Tetreault

Cookie Thatcher

Linda Townsend

Sid Waldman

Craig Wanous

Lynn Wanous

Bobbie Wanta

Steve Wanta

Dakin Weekley

Matthew Wells

Marie Welsh

Mary Ann

Westerlund

Roger Westerlund

John White

Steph Wischerth

Terry Wood

Dianne Zolotow

Our Nearly 200
Tropic Volunteers
Bring **Life** into the Tropic
and **Bring the Tropic to Life.**

We thank you.

(If we accidentally left you off our list, please forgive us!)

Tropic Cinema's Volunteer Board of Directors

Jon Allen, Chair
Ken Domanski, Vice Chair
Karen Schievelbein, Treasurer
Piper Smith, Secretary
Wayne Kruer, Counsel
George Cooper
Benjamin Egnatz
Terry George

S. Runi Goyal
Kirksten "Corky" Irick
Michael Marrero
Victor McTeer
Holly S. Merrill
Linda Mewshaw
Ginny Stones

Our Staff

Matthew Helmerich, Executive Director

Lori Reid, Theater Manager

Scot Hoard, Programming Director and Web Master

Dan Schwab, Chief Projectionist

Jane Ireland, Membership Director

John Abramson, Volunteer Coordinator and House Manager

Glenn Frederick, House Manager

Steve Raynn, Projectionist

David Norwood, Accountant

Patricia Bollinger, Executive Coordinator

Jeffrey Jacobs, President, Jacob Entertainment, Inc., Film Buyer

Our Finances

**The mission of Tropic Cinema is to bring the world's best film
to the Florida Keys and to promote the
"cultural, artistic and economic well-being"
of Key West and the Keys.**

**We work hard to achieve those goals for our community,
but they come at a cost.**

Tropic Cinema

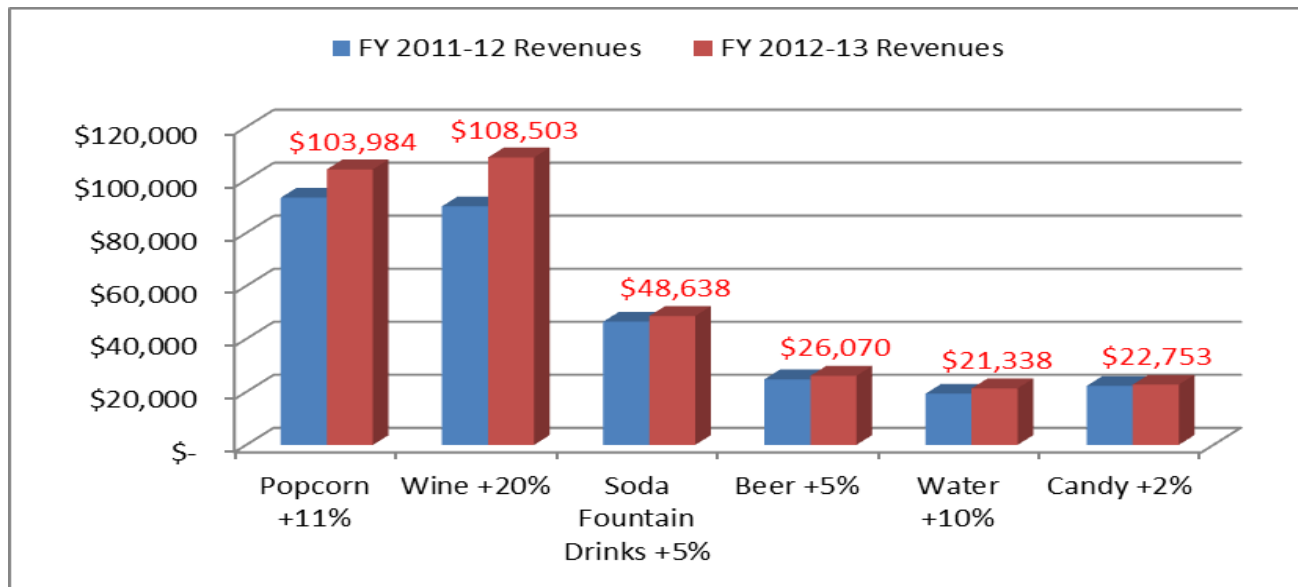
Financial Results for Fiscal Years 2011-12 and 2012-13

Earned Income	FY 2011-12	FY 2012-13	Percent Change
Ticket Revenues	\$584,923	\$624,613	7%
Concessions Revenues	305,527	349,448	14%
Events/Rental Revenues	46,962	57,736	23%
Tips	14,153	16,385	16%
Total Gross Revenues	\$951,565	\$1,048,182	10%
Expenses			
Film Costs	\$266,689	\$288,586	8%
Concessions Costs	94,618	116,798	23%
Event/Rental Costs	18,649	34,632	86%
Staff/Contract Labor	403,411	456,230	13%
Facilities	239,358	249,158	4%
Administrative	114,801	100,196	-13%
Total Expenses	\$1,137,526	\$1,245,600	10%
Operating Income/(Loss)	(\$185,961)	(\$197,418)	-6%
Donated Revenues			
Membership Revenues	\$166,780	\$220,180	32%
Operations Donations (non-capital)	74,132	91,944	24%
Net Operating Income/(Loss)	\$54,951	\$114,706	109%
Tickets	79,296	82,648	4%
Average Revenue per Ticket	\$7.38	\$7.56	2%
Average Concessions Sales per Ticket	\$3.85	\$4.23	10%
Film Cost Percent to Sales	45.6%	46.2%	1%
Concession Cost Percent to Sales	31.0%	33.4%	8%

Gross Concessions Sales

Here is how some of our favorite concessions sold.
Popcorn and wine are perennial favorites.

Gross Concessions Revenues FY 2011-12 and 2012-13



2013 Tropic Elf

Our 2013 Tropic Elf appeal was our most successful (and least costly) ever. Unrestricted revenues from the campaign went to pay down operating loans while capital gifts will spiff up The George and support our sidewalk star program.

Year	Gross Contribution	Expenses	Net Revenue	% Increase of Net over Prior Year
2011 Tropic Elf	\$43,191	\$3,011	\$40,180	---
2012 Tropic Elf	63,095	3,753	59,342	48%
2013 Tropic Elf	84,768	2,655	82,113	38%

Our Most Valuable Resource

Our Most Unquantifiable Benefit

We calculate and account for our revenues and costs, contributions and capital expenses as precisely as possible.

An indispensable resource — and one that would surely be one of our biggest expenses could we accurately monetize the cost of the workforce — is our volunteer corps.

The operating losses you see might well be twice as high without the loyal and enthusiastic work of Tropic Cinema's volunteers.

Our heartfelt thanks goes to our volunteers for keeping the Tropic Cinema vital and viable.

Premium Members for 2013

(Platinum, GreenLight Team, Mogul)

Robert N Alfandre

Jon Allen

Camille Blatz and John Allison

Jane and Paul Athanas

Judy Blume and George Cooper

Ross Claiborne

Thomas Cole

Barbara and Evan Corns

Frederick Eberstadt

Meggin Cabot and Benjamin Egnatz

Kurt Fazekas

George Fernandez and Sam Trophia

Judy and Larry Franklin

Cynthia Crossen and James Gleick

Runi Goyal and Walter Price

Bryan Green and Tony Konrath

Nancy and Tim Grumbacher

Suanne Kitchar and Richard Hatch

Mindy and Dennis Holbert

Blake Hunter

Lynn and David Kaufelt

Karen and John Lockwood

Laurie and Kevin McChesney

Holly Merrill

Linda and Michael Mewshaw

Noreen and Robert Pollman

Katharine and Miles Prentice

Joyce and Walter Senney

Bunnie Smith

Elena and Robert Spottswood

Lisa and Todd Stuart

Joseph Viana and Raymond Baker

Mary Ann and Roger Westerlund

Deb and Richard Young

Major Donors for 2013

(\$2,000 and above)

Jon Allen

Bill Basiliko and Marcus Lundell

Judy Blume and George Cooper

Ross Claiborne

Judith Daykin

Michael Dively

Peyton Evans

Runi Goyal and Walter Price

The Helmerich Foundation

Holly Merrill

Linda and Michael Mewshaw

Claudia Miller

Patrice and Herbert Miller

Ann Reynolds

Karen and Steve Schievelbein

Joyce and Walter Senney

Our Films and Programs

**In 2013,
Tropic Cinema customers bought
82,780 tickets
for 5,562 performances
of 183 different films and
events.**

2013's Ten Top-Grossing Films

Film	Gross Box Office
Silver Linings Playbook	\$61,442
Lincoln	49,234
Life of Pi (3D)	21,770
Mud	19,820
Hyde Park on Hudson	17,056
Django Unchained	16,617
Seven Psychopaths	16,462
The Guilt Trip	16,151
Quartet	15,495
The Great Gatsby (3D)	14,941
TOTAL	\$248,899

2013's Top Grossing Films

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Lincoln	49,234
Life of Pi (3D)	21,770
Mud	19,820
Hyde Park on Hudson	17,056
Django Unchained	16,617
Seven Psychopaths	16,462
The Guilt Trip	16,151
Quartet	15,495
The Great Gatsby (3D)	15,195
Blue Jasmine	14,073
Hitchcock	12,782
Argo	12,661
Side Effects	12,702
The Heat	12,151
Admission	10,843
Zero Dark Thirty	10,564
Lee Daniels' The Butler	10,534
A Place Beyond the Pines	10,406
Star Trek Into Darkness (3D)	10,010
Top 20 Film Totals	\$ 365,964

Our Revenue-Supported Tropic

- The Tropic's top ten grossing films made **34%** of the cinema's film revenues.
- Our top twenty box office films made **50%** of our film revenues.

Our unique and balanced mix of indie and wide-release films **supports special programming** including opera and ballet our Monday Movie Classics and our art-house, foreign and documentary films all year long.

Commitment to Quality Film

2014 Golden Globe Winning Films Screened at Tropic Cinema

- ★ 12 Years a Slave — Best Motion Picture
- ★ American Hustle — Best Motion Picture, Comedy or Musical
- ★ Alfonso Cuarón for Gravity — Best Director
- ★ Spike Jonze for Her — Best Screenplay
- ★ Cate Blanchett in Blue Jasmine — Best Actress
- ★ Matthew McConaughey in Dallas Buyers Club — Best Actor
- ★ Amy Adams in American Hustle — Best Actress in a Comedy or Musical
- ★ Leonardo DiCaprio in The Wolf of Wall Street — Best Actor in a Comedy or Musical
- ★ Frozen — Best Animated Feature
- ★ The Great Beauty — Best Foreign Feature
- ★ Jennifer Lawrence in American Hustle — Best Supporting Actress
- ★ Jared Leto in Dallas Buyers Club — Best Supporting Actor

Commitment to Quality Film

2014 Oscar-Winning Films Screened at Tropic Cinema

- ★ 12 Years a Slave — Best Picture
- ★ Alfonso Cuarón for Gravity — Best Director
- ★ Spike Jonze for Her — Best Original Screenplay
- ★ John Ridley for 12 Years a Slave — Best Adapted Screenplay
- ★ Frozen — Best Animated Feature
- ★ 20 Feet from Stardom — Best Documentary
- ★ The Great Beauty — Foreign Language Film
- ★ Cate Blanchett in Blue Jasmine — Best Actress
- ★ Matthew McConaughey in Dallas Buyers Club — Best Actor
- ★ Lupita Nyong'o in 12 Years a Slave — Best Supporting Actress
- ★ Jared Leto in Dallas Buyers Club — Best Supporting Actor
- ★ Gravity — Cinematography
- ★ Gravity — Film Editing
- ★ The Great Gatsby — Costume Design
- ★ Gravity — Special Effects
- ★ Gravity — Film Editing
- ★ The Lady in Number 6 — Short Documentary
- ★ Helium — Short Live Action
- ★ Mr. Hublot — Short Animated Film

Special Tropic Programs

- Tropic Cinema screened an eclectic mix of opera and ballet in our 2013-14 season
 - The Tropic partnered with CFFK to present "4 Nights 4 Justice," a series of films presented by filmmakers on social justice and diversity.
 - Our Kids Saturday Movie Club screened a dozen Saturday children's movies for a dollar and \$2 for their grown-up friends.
- The Tropic collaborated with TSKW, WLRN and other nonprofits to bring unique films to the cinema.

Tropic Cinema and our Community



Tropic Cinema was the major participant and venue for
Key West's second annual film festival.
Along with The San Carlos Institute, the festival screened nearly 60 films
over four days.

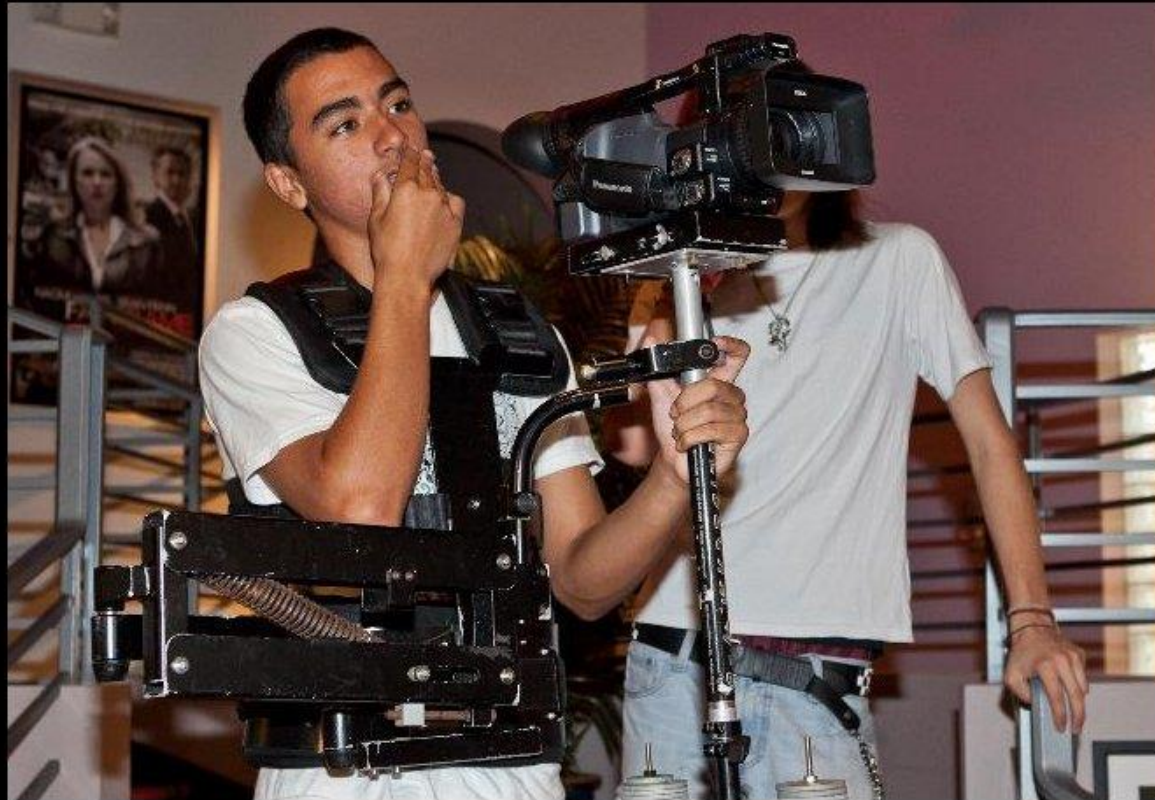
The Festival sold 1,248 film tickets for programs at Tropic Cinema.

**Tropic Cinema is cultural town square for our Lower Keys community.
In 2013, we collaborated with not-for-profit and for-profit organizations for
screenings, meetings and live shows.**

**AIDS Help, Inc.
American Red Cross
Captain Tony Days
Community Foundation of the Florida Keys
Florida Keys Community College
Florida Council of the Arts
Florida Keys and Key West Film Commission
Helpline of the Florida Keys, Inc.
Hometown! PAC
Key West Art and Historical Society
Key West Innkeepers Association
Key West Songwriters Festival**

**Leadership Monroe County
MARC
Monroe County Schools District
Monroe County Police Athletic League
PrideFest
Reef Relief
The Studios of Key West
U. S. Coast Guard
VNA & Hospice of the Florida Keys
Waterfront Playhouse
Wesley House Family Services
WLRN Community Advisory Board**

The Tropic Student Leader Program



The Tropic Student Leader Program

For a second year, Tropic Cinema in collaboration with Florida Keys Council of the Arts and Monroe County schools, is creating "policy leaders" exclusively for the Tropic.

The leaders not only remind Tropic movie goers to turn off cell phones and to become Tropic members, they teach Keys high school students the fundamentals of making and appreciating film. The short films screen before every Tropic feature film in DCI projection.

The Tropic Experience

The Tropic Experience

At the core of all we do at Tropic Cinema
is about creating the perfect moviegoing experience.

Achieving that excellent customer experience includes

The world's best films

Efficient and friendly service

Up-to-the-minute film presentation technology

Clean, comfortable and user-friendly facilities

Delicious snacks and drinks

The Tropic Experience

In e-mail surveys, Tropic members and customers tell us:

- **55%** of customers tell us they love our movies.
- **Half** praise our warm and efficient service
- When asked what we should change, **56%** of customers say “nothing.”
- **91%** say they are extremely satisfied with their Tropic experience.
- **98%** of Tropic members tell us they would recommend a membership to a friend.

The Tropic Experience

It's no surprise that **Tropic Cinema** is near the top of Key West's list for "must-see" attractions on TripAdvisor, the world's largest user-generated content travel site.

A few recent reviews suggest visitors to Key West like the Tropic as well as our local members and customers do:

TripAdvisor

"Nice Local Theater" — 5 Stars

What I love about [The Tropic] is that it's run by local volunteers. First-run attractions, nice snack bar, comfy seating areas in lobby, clean as a whistle, friendly folks, discount if you become a member--this place has it all.

TripAdvisor

“Philomena” — 5 Stars

Great popcorn, friendly people. Nice small theatres makes it perfect for having great view of screen from any seat. Entrance price is very reasonable, very clean restrooms.

TripAdvisor

"Great Experience" — 5 Stars

**There is nothing we dislike about this charming little theater.
Great staff and such a lovely Art Deco atmosphere. They
always have the latest films playing anytime we travel to
KW. Good things come in small packages.**

TripAdvisor

"A Better Than Average Theater" — 5 Stars

This is a movie theatre that caters to adults who are fairly serious about movies. This old theatre has a huge and warm lobby--in fact, it's startling when stepping into it for the first time. A variety of foods and wines [and yes, popcorn too] is available from the beautiful counter attended not by disinterested minimum wage teenagers as found at ones local theatre in other parts of the country, but by mature men and women who chat with you. And the wine pours are huge.

This old theatre is broken into a few smaller theatres, and small means seating of less than 80 or so. I've seen home theatres with screens almost the size of the screen in our theatre.

If you are in Key West and are seeking a respite one afternoon or evening, give serious thought to attending a movie at Tropic Cinema. The movies are serious, and the decor of the theatre is enchanting.

It Only Gets Better

Tropic Cinema circa. 2002



Tropic Cinema Today



Improving your Tropic Experience

From the moment we opened our doors in 2004,
Tropic Cinema has worked to make your
moviegoing experience the best it can be.

That work continues today.

Improving your Tropic Experience

With the loyal support of the Tourist Development Council and generous Tropic friends, the Tropic made basic improvements to the cinema this summer.

Easy Listening

- We installed quiet, energy-efficient air conditioners and moved old units to minimize sound in our theaters.
- We replaced a standard metal door in The George with a sound-proof door.

Improving your Tropic Experience

Safe, Comfortable, Attractive

- LED fixtures were installed throughout the building to provide energy-efficient, clear lighting.
- We added new step lighting in the Carper and Taylor theaters, creating a clearer, safer path in darkened theaters.
- Striking new signage clearly identifies theaters and public spaces.
- The Tropic Gallery has been polished up with new lighting and art hardware.

Improving your Tropic Experience

Important capital improvements would be out of the reach
for Tropic Cinema were it not for generous funding by:

Tourist Development Council of Monroe County

Judy Blume and George Cooper

The Dogwood Foundation

The Rodel Foundation

Capital Contributors to our Tropic Elf Appeal

It's All About Community

There's one reason Tropic Cinema is best.

That reason is you.

Our volunteers, donors, members, county government
and visitors keep the world of film alive in Key West.

Because of our mutual love of the movies, we'll continue to
make your Tropic experience the best it can be.

Thank you!

We'll see you at the Tropic!

Oh, and one more thing . . .

TROPIC

2004

10

2014

CINEMA

KEY WEST

The Tropic Turns Ten!

Saturday, April 5 and Sunday, April 6

Don't Miss our Sunday Street Party!

Music by M. C. Couscous from 6:00 to 8:00 PM!

"Some Like It Hot" Screens at 8:00 PM!

Tropic 10th Anniversary Proclamation by Mayor Craig Cates!

Fancy Food from Hot Street Vendors!

Rum Bar with Special Mixologist!

Free Popcorn!

Tropic Membership Deals!

Photo Booth!

T-Shirt Toss!

Come as a gangster, Gangsta! Or a Silent Screen Star! Or a Flapper!

Or Just come as you are — Just come!