TROPIC CINDEMA

KEY WEST



TROPIC CINEMA KEY WEST 2016 Annual Meeting

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Film for Our Community



It Keeps Getting Better

Tropic Cinema circa 2002

Tropic Cinema Today





And Better . . .

Tropic Cinema circa 2002

Tropic Cinema Today





For a Community that Loves Film



In 2015,
Tropic Cinema customers bought
76,956 tickets
for 5,715 performances
of 218 different films and
events.

2015's Top 10 Grossing Feature Films

1 The Imitation Game	\$47,018
2 The Second Best Exotic Marigold Hotel	\$30,320
3 Spotlight	\$20,622
4 Selma	\$17,539
5 Bridge of Spies	\$15,915
6 Still Alice	\$14,992
7 Wild	\$14,523
8 Spectre	\$13,405
9 The Big Short	\$13,142
10 American Sniper	\$12,762

TOP TEN TOTAL \$200,234

TROPIC CINEMA

Revenue-Supported Programming

- In 2015, the Tropic's top ten grossing films made up 31% of the cinema's film revenues.
- Our top twenty box office films made up 45% of our film revenues.

Tropic Programming Supports Our Mission

Our unique and balanced selection of indie and wide-release films supports special programming including

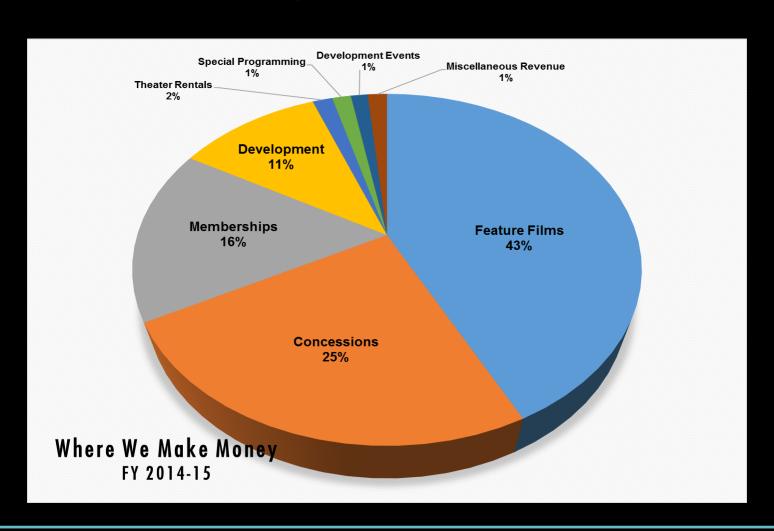
- Alternative Content
- Visiting Filmmakers
- **DIY Distribution Films**
 - Foreign Films
 - Documentary Films

Our Finances

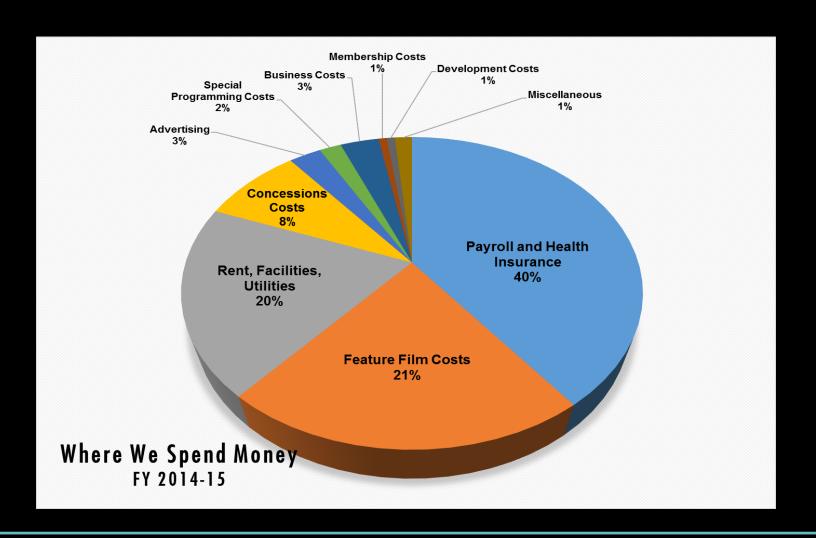


In 2015, 49¢ of every \$1 spent on a Tropic movie ticket went to a film studio for rental fees.

The Tropic makes most revenues from our core movie business, but almost 30% comes from generous friends and members.



Like most art house cinemas, payroll and health insurance premiums are our biggest cost. Film rental fees, then rent, utilities and facility upkeep come in next.



All domestic cinemas — commercial and independent — struggled in 2014 and 2015. Tropic Cinema was no exception.

Tropic Cinema Earned Revenues for Fiscal Years 2014-15 and 201					
	FV 2014-15	FV 2013-14	\$ Difference	% Differen	

	FY 2014-15	FY 2013-14	\$ Difference	% Difference
Feature Films	\$613,869	\$670,922	-\$57,053	-9%
Concessions	\$354,559	\$377,443	-\$22,884	-6%

Box office and concessions revenues are the two pillars of Tropic business. In FY 2014-15, they represented 68% of our total revenues.

The Tropic community has always supported the cinema — and helped bridge the gap in 2014-15.

Tropic Cinema Donated Revenues for Fiscal Years 2014-15 and 2013-14						
	FY 2014-15	FY 2013-14	\$ Difference	% Difference		
Memberships	\$232,100	\$218,060	\$14,040	6%		
Development	\$157,750	\$139,138	\$18,612	13%		
Development						
Events	\$18,704	\$13,415	\$5,289	39%		

Along with a lower cost of goods, generous friends and members put the cinema's bottom operating line well into the black.

Are you a Member?



Tropic Cinema rewards our members with plenty of perks

- Ticket discounts or free film passes
- News flashes about Tropic programming
 - Parking discounts
 - Special member events
 - Premium member extras

Still, more than half of all Tropic members tell us in surveys they joined up to support the cinema.

Membership Growth 2012-2015



The Tropic Dinner Club boosts premium memberships by offering a 20% discount at local restaurants to our premium members.

Dozens of Key West restaurants partner with us to say "hank you" to our high-level members.





































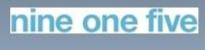








































Tropic Cinema has the largest membership of any Keys arts nonprofit.

According to U. S. Census figures, there are, on average, Tropic members in 22% of Key West households

It's Community that Makes the Tropic Shine.



Tropic Cinema's Volunteer Board of Directors

Holly S. Merrill, Chair
Benjamin Egnatz, Vice Chair
Andy Strunk, Treasurer
Piper Smith, Secretary
Ken Domanski
Terry George
S. Runi Goyal

Board Member Emeritus
George Cooper

Kirksten "Corky" Irick
Wayne Kruer
Michael Marrero
Victor McTeer
Linda Mewshaw
Ginny Stones

Advisory Council

Jon Allen

Judith E. Daykin

Our Staff

Matthew Helmerich, Executive Director Lori Reid, Theater Manager Scot Hoard, Programming Director and Webmaster Jane Ireland, Membership Director Steve Raynn, Senior Projectionist John Abramson, Volunteer Director and House Manager Mitzi Fiedler, House Manager **Bob Rowand, Projectionist** David Norwood, Accountant Patricia Bollinger, Executive Coordinator Jeffrey Jacobs, President, Jacob Entertainment, Inc., Film Buyer

Nearly 180 Tropic Volunteers Bring Life into the Tropic and Bring the Tropic to Life.



It Takes a Community

To sell you tickets. To select our films. To help <u>you</u> select a film. To ice down your beer. To make your membership card. To get you to the right theater — right on time! To fold our letters and stuff our envelopes. To keep our condiment shakers fresh and full. To help with your membership form. To pour you a glass of wine. To deliver our flyers. To tidy theaters between shows. To find that lost sweater. To smile and say, "Hi! Welcome to the Tropic!"

Matthew Almeda

Ron Andrei

Karen Andrei

Marisa Arce

Jeannee Arkin

John Baird

MaryJo Banks

Harry Barnett

Bill Bean

Roxanne Bean

Nancy Bender

Sarah Benson

Barbara Blackmore

John Bollinger

Steve Bornstein

Bob Bowersox

Diane Brady

Ian Brockaway

Sharon Brophy

Hannah Brown

Bert Butler

Shelley Cambern

Kieran Campbell

Kyle Campbell

Ray Campbell

Suzanne Campbell

Tyler Chesson

Marie Cimino

Jeff Cohen

Steven Cohen

J. David Cooper

George Cooper

Sandi Cornell

John Danley

Mary Jane Danley

Ken Domanski

Margaret Domanski

Donna Dumke

Mike Dumke

James Dwinell

Sophie Eggers

Rita Eaton

Tessa Eggers

Benjamin Egnatz

Preston Everhardus

Isaac Exilus

Suzanne Fagan

Ed Flack

Thatcher Flowers

Loretta Foreman

Jeff Frost

Kate Gaboardi

Michael Gaudiano

Terry George

Chuck Gilmore

Norma Gilmore

Stacie Gleason

Gayle Glover

John Glover

Eddie Goldstein

Runi Goyal

Jackie Gray

Nancy Green

Mary Grusin

Ed Guillory

Judy Hadley

Sarah Hannah-Spurlock

Steve Hannan

Audrey Hannum

Jeffrey Harwell

Ralph Heitman

Diana Heller

Cathie Henning

Martha Hill

Janice Hilliard

Florence Ireton

Kirksten Irick

Dee Johnson

Hugh Johnson

Ann Jonas

Craig Keeler

Jill Keeler

Marilyn Kellner

Lori Kjos

Andrea Kopelman

Wayne Kruer

Jonathan Kuhn

Kimberly Kuhn

Felicia Leamard

Hal Letts

Julia Lindhurst

Duwayne Litz

Jennifer Lopes

Ned Loudon

David Lybrand

Maria Lybrand

Megan Lynch

Ray Madeo

Jo Marcus

Mike Marrero

Al Martorelli

Lisa McCarthy

Laura McQuarrie

Alieshka Mena-Farro

Alicia Merel

Holly S. Merrill

Victor McTeer

Dawn Messing

Aloys Metty

Carol Metty

Linda Mewshaw

Nikki Miklos

Stephanie Miller

Stephen Miller

Annie Miners

Betty Moore

Melody Moore

Deborah Morales

Wes Morgan

NancyDerek Nelson

Noe Nelson

Rosanna Nichols

Jens Nielsen

Nancy Nead

Brian Nolan

Rejane Oldham

Jennifer O'Malley

John O'Malley

Maribelle Ortiz

April Hope Owen

Coco Page

John Parce

Pam Parsons

Simone Peer

Walter Price

Andrew Printer

Barbara Pullem

Florence Quenin

Elvin Quinones

Mark Reinnoldt

Shirrel Rhoades

Steven Richardson

Christina Rodgiquez

Stacy Rodriguez

Christine Roselli

Cindy Roy

George Sebren

Cyndi Seiler

Mike Seiler

Kathy Shackle

Maureen Shaw

Cliff Simmen

Jim Simmen

Wanda Simmen

Cindy Simpson

Viktor Slavov

Sharon Smarsh

Piper Smith

Cassie Sorrells

Roberta Spencer

Joey Stauffer

Molly Stauffer

Ginny Stones

Andy Strunk

Alex Symington

Morey Talbot

Connie Tarpley

MJ Taylor

Steve Teachout

Alan Teitelbaum

Janie Teitelbaum

Cookie Thatcher

Linda Townsend

Naomi Van Steelandt

Sid Waldman

Craig Wanous

Lynn Wanous

Bobbie Wanta

Steve Wanta

Carl Weiner

Nancy Weiner

Mary Ann Westerlund

John White

Ian Wilcox

Kimberly Wilson

Steph Wischerth

Terry Wood

Dianne Zolotow

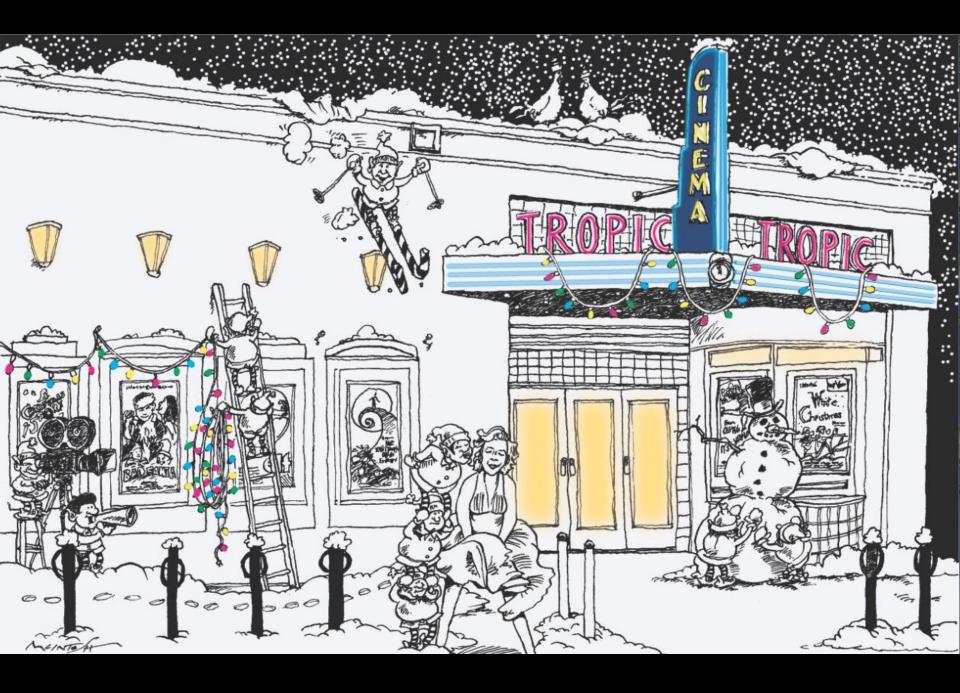
You've got to have friends.



For five years, when the first snowflakes fall in Key West, Tropic Elves have brought the Tropic everything a cinema — and a cinema-goer — could ask for.









In these last five years, Elves have given \$360,000 toward Tropic programming, capital improvement and operating expenses.



Major Donors for 2015

(\$1,000 and above)

Robert N. Alfandre Foundation Bill Basiliko and Marcus Lundell **Judy Blume and George Cooper Judith Daykin** Dana Pulk Dickinson **Dogwood Foundation** The Helmerich Trust **Blake Hunter** Dana and Michael McClure Holly S. Merrill

Linda and Michael Mewshaw Claudia Miller Alyson and Robert Mitchell Katharine and E. Miles Prentice W. Ann Reynolds Mary Jo and David Rooney Karen and Steve Schievelbein **Joyce and Wally Senney** Jamie and Andy Strunk Judith and Stanley Zabar

Premium Members for 2015

(Platinum, Green Light Team, Mogul)

Jon Allen Heather and Will Arias Jane and Paul Athanas Camille Blatz and John Allison Judy Blume and George Cooper Pam and Bruce Boring Marian Burke Meg Cabot and Benjamin Egnatz Cynthia Crossen and James Gleick Barbara and Evan Corns Yleana and Mike Dennis

Judy and Larry Franklin Swati Runi Goyal and Walter Price **Bryan Green and Tony Konrath** Fred Greenberg Mary and Karl Haffenreffer Kathy and Jim Haymaker Janet Hinkle Mindy and Dennis Holbert Blake Hunter Lynn Kaufelt Suanne Kitchar and Richard Hatch

Frances McKenzie Dee and Victor McTeer Holly S. Merrill Linda and Michael Mewshaw Noreen and Robert Pollman Katharine and E. Miles Prentice Mindy and Mark Schilleci Joyce and Wally Senney **Bunnie Smith** Janet and Raymond Sneath

Programming for our Community





The Tropic Student Leader Program

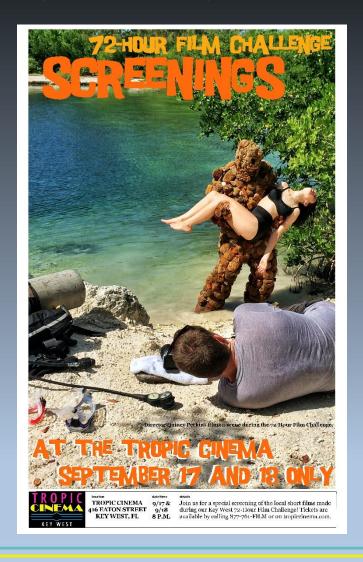




The Tropic Student Leader Program

Tropic Cinema collaborates with Florida Keys Council of the Arts and Key West High School to create "policy leaders" exclusively for Tropic Cinema.

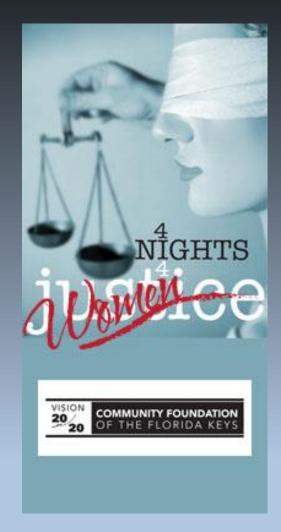
The leaders not only remind Tropic moviegoers to turn off cell phones and become Tropic members, they teach KWHS students hands-on fundamentals of making and understanding film. The short films screen before every Tropic feature. Since its inception, more than 100 students have been part of the Tropic Student Leader Project.











New Programming Approaches

We're expanding and exploring innovative programming options available only at Tropic Cinema

- Filmed Museum Tours
- Filmed Productions of Live Broadway Shows
 - Special Mini Film Festivals
- Filmed National Theatre and Globe Theater Productions

We give back.

Tropic Cinema is cultural town square for our Lower Keys community.

In 2015, we collaborated with both for-profit and not-for-profit organizations for screenings, meetings, lectures and presentations.

Community Foundation of the Florida Keys
Equality Florida
Florida Association of Public Art Professionals
Florida Council of the Arts
Florida Keys and Key West Film Commission
Hometown! PAC
Key West Art and Historical Society
Key West Songwriters Festival
Leadership Monroe County
MARC

Mel Fisher Heritage Society
Monroe County Schools District
Monroe County Police Athletic League
Mystery Writer's Film Festival
National Parks Arts Foundation
Reef Relief
South Florida Cultural Consortium
Tennessee Williams Key West Exhibit
The Studios of Key West
WLRN Public Radio

Tropic Cinema donated memberships to Keys not-for-profits to support their fundraising efforts

AIDS Help **American Cancer Society** Bahama Village Music Program St. Mary Star of the Sea **Equality Florida** Florida Keys Council of the Arts Florida Keys SPCA Grace Lutheran Church **Key West Firefighers Key West High School Key West Police Department Key West Shrine Club**

Key West Tropical Forest & Botanical Garden **Key West Wildlife Center Leadership Monroe County** Lighted Boat Parade Lodging Association of the Florida Keys and Key West Lower Keys Chamber of Commerce Lower Keys Women's Club Mel Fisher Days Monroe Association for ReMARCable Citizens, Inc. Montessori Children's School

Old Island Restoration Foundation Red Barn Theatre Sigsbee Charter School Sons & Daughters of Italy **Southernmost Bocce Visiting Nurse Association &** Hospice of the Florida Keys Waterfront Playhouse **Wesley House Family Services** Womankind **Zonta Club of Key West**

It's All About Community

There's one reason Tropic Cinema is best:

That reason is YOU.

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

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





See you at the movies!