



WILLCOX
THEATER
AND ARTS

2024

FISCAL YEAR

**ANNUAL
REPORT**



PURPOSE & PASSION

MISSION

Providing entertainment, education and cultural programs and activities for all ages.

VISION

To be a model for arts, learning, and cultural heritage in rural America.

VALUES

- To achieve our mission, we will:
Strive to provide quality and diverse programs and opportunities
Be open, honest and accountable in all our endeavors
 - Collaborate with others
 - Foster and embrace innovation

“ This place in Willcox (WTA) – I know how much it can transform a community.”

- Kimber Lanning CEO,
LocalFirst Arizona

WILLCOX THEATER AND ARTS BY THE NUMBERS

In FY 2024, Willcox Theater and Arts provided programming for the community across a wide range of initiatives including annual events, community wide events, guest artists, summer camps, STEAM workshops, clubs, movies, and volunteer engagement.

Our Programs reflect our commitment to enriching our community!

25
Summer
Camps

3
Annual
Events

10
STEAM
Workshop

40
Community
Wide Events

Over
30
Volunteers

65
Movies

8
Guest
Artists

6
Clubs

“ My Dad & Mom loved this! My Dad never goes out and did for this! We all had a great time in Willcox, my home town.”

-About Live on Stage



“ Awesome opportunity for our kids to learn more about STEM!”

-Makerspace participant



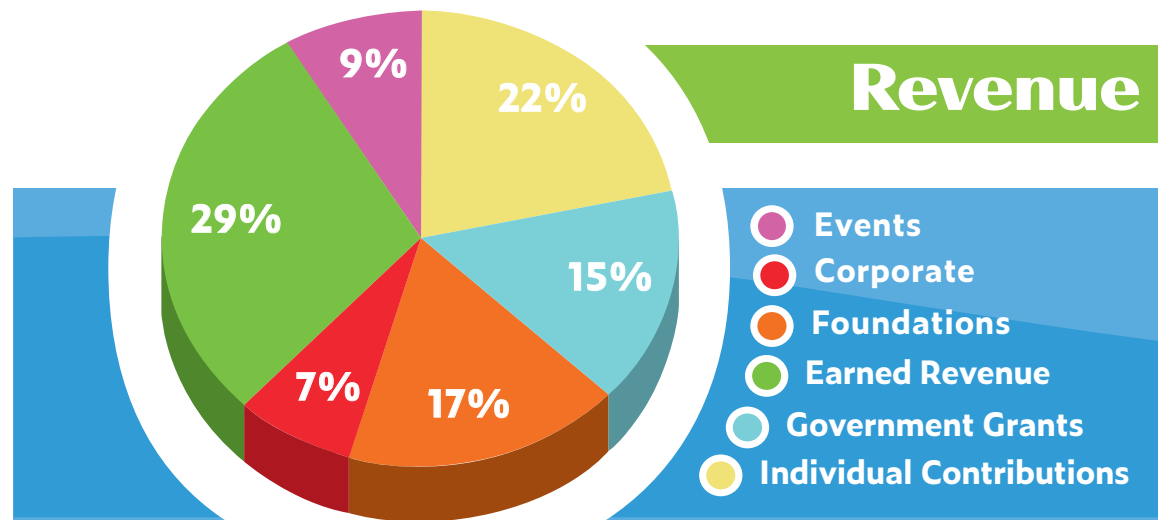
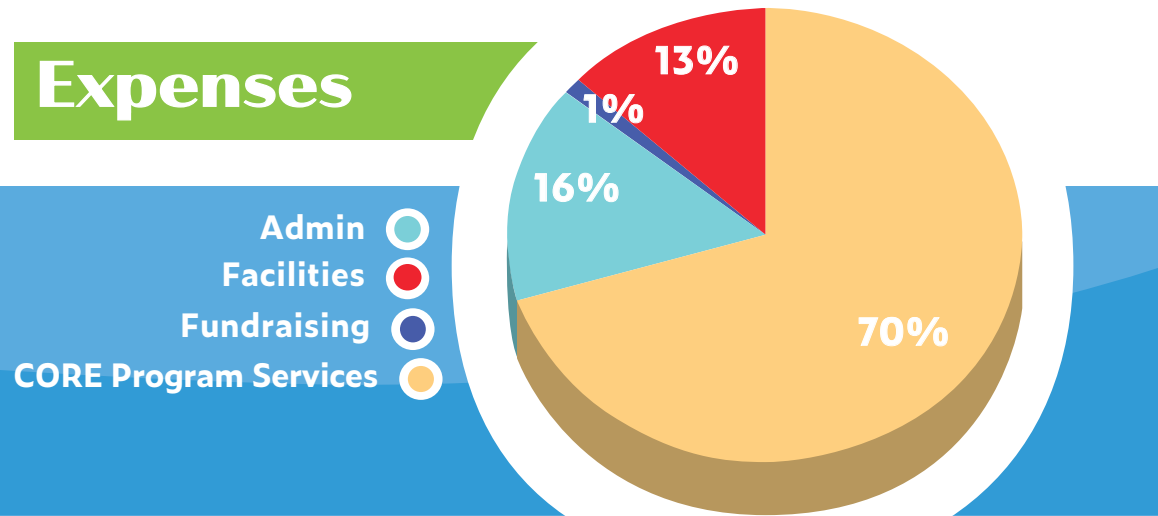
“ Love these classes. Would recommend to both adults and kids!”

- Summer camp participant



BEHIND THE SCENES

Our financial performance in 2023 underscores our commitment to sustainable growth and responsible stewardship.



GUIDING THE WAY

Meet the dedicated team of leaders whose passion and expertise drive our mission forward. Their dedication and support makes everything possible!

BOARD OF DIRECTORS

- Eddie Browning, President
- Joel Todd, Vice President
- Jocelyn Allred, Secretary
- Shelley Thompson, Treasurer
- Ron Berry, Casey Dennis, Patina Thompson

STAFF

- Gayle Berry, Executive Director
- Gary Clement, Director of Operations
- Brittany Rhoades, Visual Artist
- Peter Spitzer, Program Specialist

VOLUNTEERS

Cindy Rae, John Cropper, Ned Robbins, Linda Drew, Ralph Score, Tom Sarko, Jen Score, Kathleen Johnston, and many, many others who help with individual programs and activities

THE YEAR'S HIGHLIGHTS

So much happens over the months of each year that it's fun to reflect on the many programs, special events, and activities we enjoyed - here's just a few examples.

THE RED CARPET SHINDIG



The Shindig brings a gala style event to Willcox complete with a delicious dinner, live entertainment, live and silent auctions, and much more! Last year's theme was art, boasting guests impersonating paintings such as the Mona Lisa.

LIVE ON STAGE EVENTS

Our Live on Stage Event programs brought an upbeat and fun variety of musical performances right to the community of Willcox! Participants enjoyed dazzling electric violin, western country from a day working cowboy, and so much more.



RANCHING HERITAGE FESTIVAL

The Ranching Heritage Festival was a celebration of our community's rich ranching history. The event featured live demonstrations, traditional music, and exhibits that showcased the life and work of ranchers.



SUMMER EXTRAVAGANZA



Our annual Summer Extravaganza brought a low-fee summer art, STEM and discovery program for students of every age from 3 to 93! Workshops featured activities of every flavor, from step by step painting to Ukulele lessons.

COWBOY HALL OF FAME

We proudly contribute to the Cowboy Hall of Fame by producing videos that highlight the lives of honored cowboys. These videos are featured at the Cowboy Hall of Fame dinner, celebrating the legends of our community



LOOKING AHEAD

Moving forward, we seek to grow our capacity for arts, STEM and heritage. See some of our plans to grow our community and introduce exciting new programs that all ages can enjoy!

WILLCOX HERITAGE PATHWAYS



Willcox Heritage Pathways brings history to life by inviting local residents who grew up in the mid 20th century to share their stories. Videos will be produced discussing the differences in daily life, education, and work from times past.

VIRTUAL REALITY HERITAGE PROJECT

We partnered with Cochise College to prototype a virtual reality experience dropping participants in 1800's Willcox. There they experience an educational adventure in a dynamic world meant to be explored.



BOWIE OUTREACH

For years, we have shared creative opportunities with Bowie Unified School District. This year we hope to expand the artistic classes and programs we share with them through coordination with the community library.



EXPANDING LOCAL PROGRAMMING



Eager to accommodate many different interests and skill levels we are constantly looking to broaden the scope of offered programs. Some plans to expand include entry level art classes for adults and music classes!

TECH AND ENGINEERING INSTITUTE

The Tech and Engineering Institute will be a two week program where participating kids get a first hand look at local business facilities and special workshops. There, they will learn real world applications of STEM in a professional setting!



CENTER OF ART AND HERITAGE

The Center of Art and Heritage will share and celebrate the rural and ranching heritage roots of the area that reach back 150 years, enhance economic development in Willcox through revitalization efforts, and provide the space and facilities in our rural community for all residents to be able to benefit from participation in the arts, STEM, creativity and local heritage.



GROUNDBREAKING CEREMONY

The center project officially kicked off with a groundbreaking ceremony on May 10th, attended by community members, key supporters, and local officials.



CURRENT PHASE

WTA is now in the process of evaluating contractors to ensure the best team is selected for this important project. Our goal is to start construction in August 2024, setting the stage for the next phase of development.

“ I have a tremendous amount of pride in what is happening here and how you guys are serving the community and how much quality of life has changed.”

-Sally Holcomb from Arizona Complete Health

RANCHING AND WESTERN HERITAGE

The Heritage Experience will celebrate and share ranching heritage as an unbroken bridge between past, present, and future, with "Under the Hat" videos and innovative virtual reality immersive experiences.

HERITAGE COURTYARD

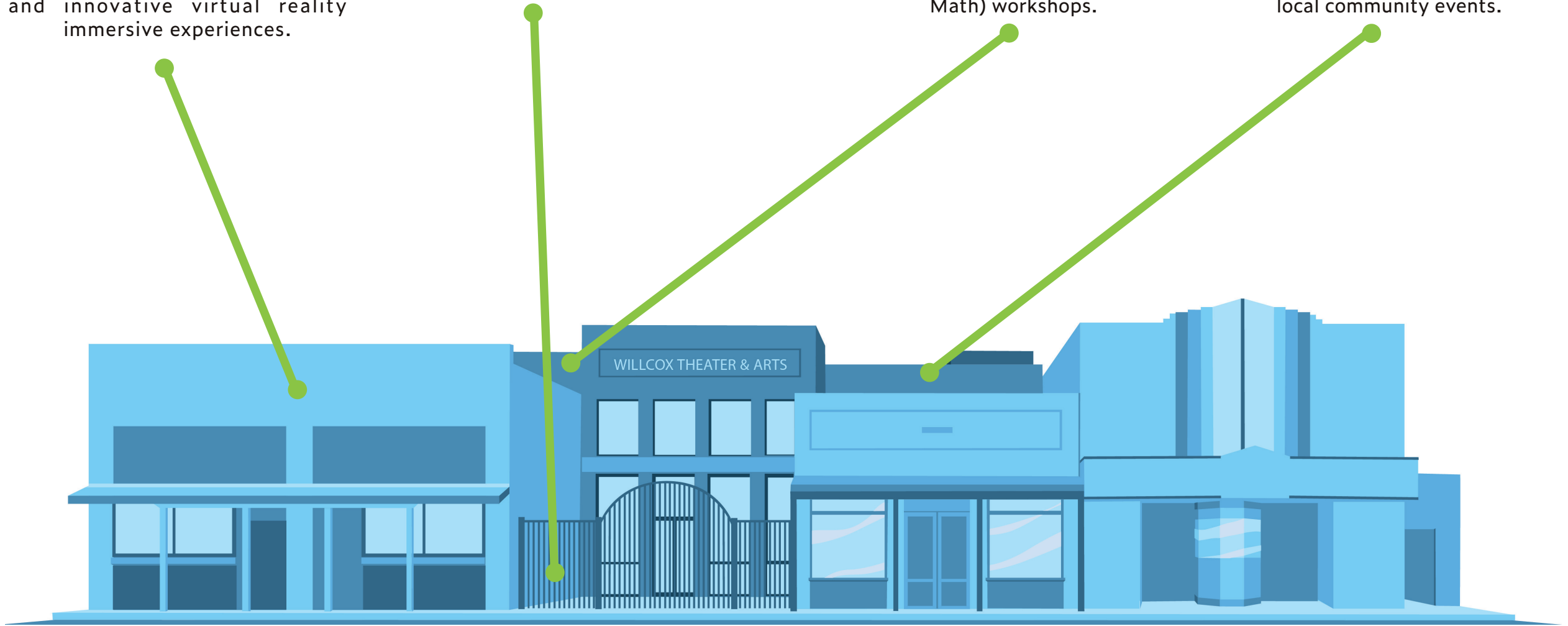
The Heritage Courtyard will welcome guests to the Center of Art and Heritage with heritage displays and murals throughout an outdoor, accessible green space.

CREATIVE STUDIOS

Workshops and creative studios provide dedicated spaces for WTA to create original video content and offer a spectrum of STEAM (Science, Technology, Engineering, Art, and Math) workshops.

MULTI-MEDIA THEATER

The Multi-Media Theater will premiere 'Under the Hat' videos, and present to the community world-class live music and stage performances, films, lectures, and local community events.





Thank you to everyone who contributed to making FY 2024 a remarkable year for Willcox Theater and Arts. Your support, dedication, and enthusiasm made all our achievements possible. We look forward to continuing this journey together.

willcoxtheater@gmail.com, P.O. Box 217 Willcox, AZ 85644, 520-766-3335
Willcoxtheater.com, @willcoxtheaterandarts
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