

APPALACHIAN THEATRE

2022-23



ANNUAL REPORT

A MESSAGE FROM THE EXECUTIVE DIRECTOR



This past fiscal year was filled with insights, benchmarks and “aha” moments for our board, team and the organization as a whole. Upon my arrival on August 1, 2022, I had no idea how much we’d be able to accomplish, learn and grow in a single year. The timing could not have been more aligned for us to accelerate and experiment with our programming. As a result, we hosted over 140 events which delighted thousands of patrons eager to return to enjoying films on the big screen and experiencing the magic of live entertainment in our beautifully revitalized venue.

Additionally, we spent the year strengthening our relationships with local businesses, nonprofits and government agencies. Our partnerships have not only boosted the arts but also fostered a more vibrant and interconnected community. We’re well on our way to making our theater the community’s gathering place and cultural incubator.

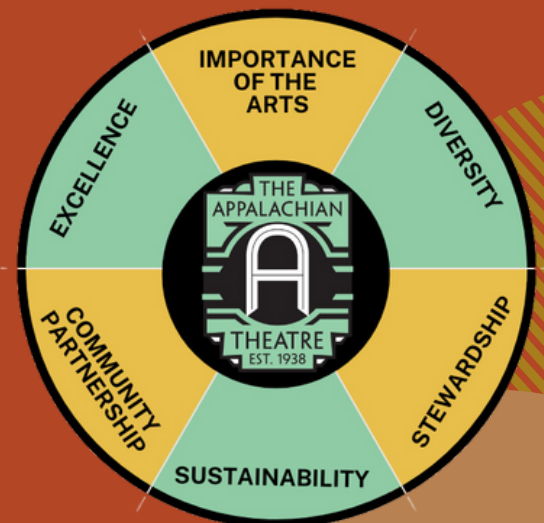
As we move forward, we are excited to build on our successes and expand our offerings to include more diverse programming, to introduce educational initiatives and present our inaugural field trip series. We have ambitious plans for the future as we continue to make the Appalachian Theatre a cornerstone of cultural life in Boone and throughout the High Country. With your partnership, support and attendance we are confident we can achieve even greater heights.

With gratitude and warm regards,

Suzanne Livesay

MISSION & VALUES

The mission of the Appalachian Theatre of the High Country is to provide a quality venue for a variety of artistic genres; to contribute to the region by promoting and strengthening the area’s unique cultural identity and creative history; to enhance business in downtown Boone and the High Country; to provide a cultural hub for the area; and to find new life for a historic building while maintaining its financial sustainability and maximizing its economic impact.



COMMUNITY IMPACT

2022-23 was the introductory year of our rental subsidy fund program which provided reduced venue rental, equipment and labor rates to local, nonprofit performing arts organizations and government supporters. This partnership was funded by Watauga County, the Town of Boone and private donors. Over \$56,000 in funding was utilized to help these organizations make the Appalachian Theatre their performance home.

SUBSIDY FUND UTILIZATION = 12 Organizations

The image displays 12 logos of organizations that utilized the subsidy fund. The logos are arranged in a grid-like fashion. From top-left to bottom-right, they are: Beanstalk Community Theatre (green circular logo with faces), High Country Jazz Society (black and white banner logo), Joe Shannon's Mountain Home Music (red house icon logo), Watauga Community Band (yellow and blue shield logo with instruments), Project Dance (blue and white logo with 'Dancing With Integrity To Inspire'), BRCT (black and white circular logo with hands), Downtown Boone (black and white logo with sun and 'Boone'), Explore Boone (blue logo with mountain range), Brahm (green and white logo with 'Blowing Rock Art & History Museum'), Boone Area Chamber of Commerce (blue and white logo with sun and 'BOONE AREA CHAMBER OF COMMERCE'), Watauga Arts Council (colorful geometric logo with 'watauga arts council'), and Town of Boone North Carolina (green and white logo with 'Town of BOONE North Carolina').



2022-23 IN REVIEW

140
EVENTS

28,549
GUESTS

73
FILMS

56
RENTAL
EVENTS

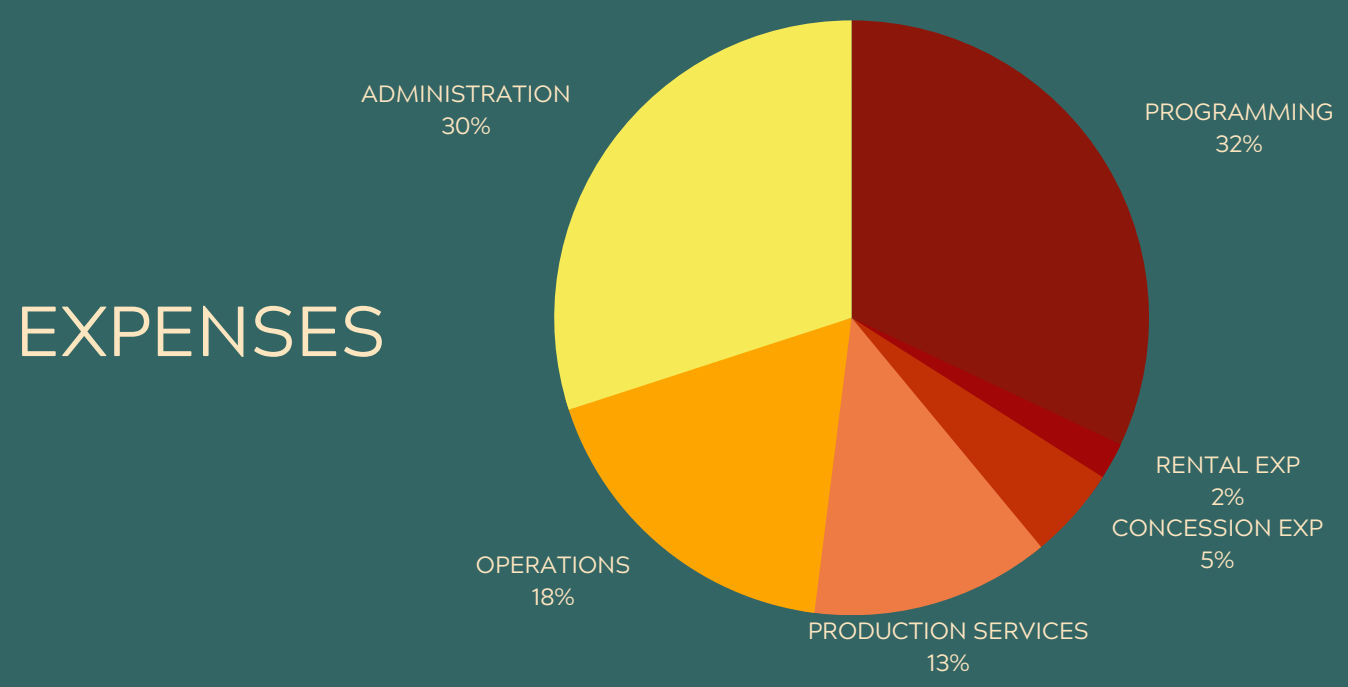
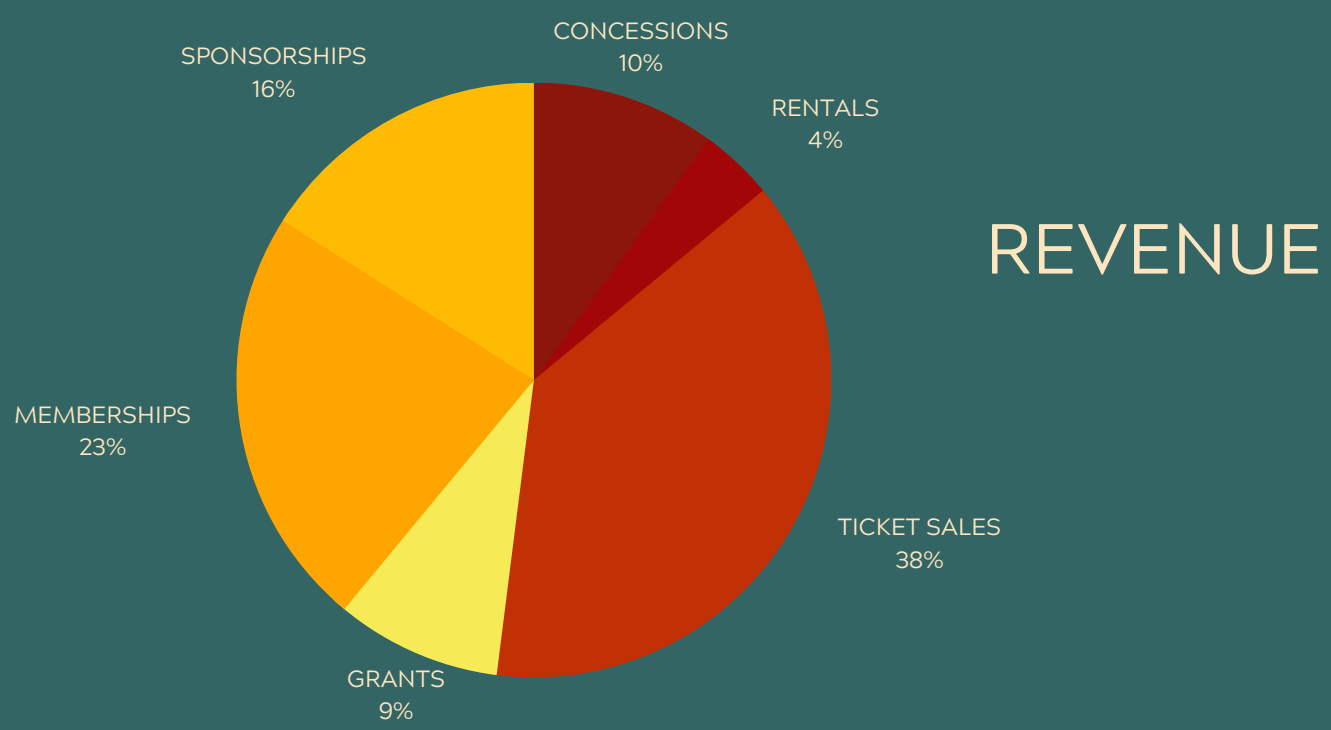
500 LBS OF
POPCORN

ONE TON
OF CANDY



18
FREE
EVENTS

REVENUE & EXPENSES



*Based on 2022-23 unaudited figures



YEAR IN REVIEW

June 30, 2023 marked the completion of the Appalachian Theatre's first fully operational fiscal year. Since its reopening in October of 2019, closure during the pandemic, a second reopening in September of 2021 and tentative event scheduling throughout 2021-22, this fiscal year marked the opportunity to regain momentum and begin chronicling the latest chapter in the history of the new Appalachian Theatre.

JULY



Rental subsidy introduced
Saturday Family Film Series

AUGUST

Welcomed New Exec. Director
Doc Watson Day Concert

SEPTEMBER

Introduced Free Weekly Tours
Hosted Antlers & Acorns

OCTOBER

Appalachian Murder Ballads
Comm Rm Murals Dedicated

NOVEMBER

Sold Out Molly Tuttle Show
84th Birthday Celebration

DECEMBER

Standing Ovation Gala
New Year's Eve @ the App

JANUARY

Local Nights in partnership
with Mountain Home Music

FEBRUARY

2nd Annual
Boone Docs Film Festival

MARCH

Debut of monthly
Cabaret Night

APRIL

Earth Day Film Fest
Night of Jazz

MAY

May the Fourth Screening
HC Jazz Society Concerts

JUNE

2nd Annual HC Jazz Festival
2nd Annual Boonerang



2022-23 DONORS

Generous donors brought our beautifully restored venue to fruition and continue as a critical factor in helping the theater function and thrive.

Allen Wealth Management - Stephanie & Jonathan Allen - Dawn Anderson - Anonymous - Marshall Ashcraft - Ashemont Title - Anne & Alex Bernhardt- David Birtwistle - Jan & Don Blair - Richard Blonshine - Blue Ridge Energy - Bettie & John Bond - Booneshine Brewing Company - Kay & Frank Borkowski - Allyson Lyons & Douglas Brantz - Wendy & Michael Brenner - Rose & Craig Bridgeman - Loretta Clawson - Keith Martin & Rebecca Cairns - Tama & Dillon Coleman - Austin & Brady Combs - Faye & John Cooper - Claude Courbois - Scott Oxford & Julia Courtney - Craft Brew Alliance, Inc./AMB - Nikki Crees - Russ Curtis - Cupcrazed Cakery - Patricia & Michael Dale - Dan Cameron Family Foundation - Melissa Daniel - Deal, Moseley & Smith, LLP - Delores & William Dunne - Barry & Lynn Eisenberg - Erin & Kemp Ellington - Laura England - John Erwin - Explore Boone - James Fenwick - First Horizon Bank - First Horizon Foundation - Jane Fogarty - Footsloggers - Pilar & Tom Fotta - Julie & Bob Gates - Sali Gill-Johnson - Alfred & Josette Glover - Susie L. Greene - Henry Gregor - Tim Gupton - Patricia & Richard Gustafson - Diana & Lawrence Hall - Belinda Hancock - Tara Hancock - Rebecca & Averette Haney - Sandy Godwin & Carolyn Hart - Mary Underwood & Ben Henderson - Carolyn & T. B. Hilton - Marie Hoepfl & David Finck - Jill & Patrick Holmes - Chanel Frisco & Alex Hooker - Joseph C. Hunter - Paulette & Robert Inman - In/Visible Theatre - Kathy & Dwight Jundt - Sandy & Marc Kadyk - Deborah & Dale Kirkley - Barbara Krause - Taryn & Bill Leverton - Rob Lewis - Suzanne & Gil Livesay- Charlotte Lloyd - Deborah Long - Mrs. Grady Lonon - Lost Province Brewing Company - Corrinne Loucks - Denise & Fulton Lovin - David Lynch - Stuart Mangum - Pat Maddux - Magic Bound Travel, LLC- Mariam & Robert Hayes Charitable Trust - Bonnie & Gregg Marland - Justin Martin - Mast General Store - Lynne & Andy Mason - Frank Mayberry - Edward McCabe - Pan & Allan McCaslin - Susan McCracken - Kay & Thomas McGowan - Carol & Rick McNeel - Sandra & Don Mikush - Lindsay & Jesse Miller - Stephanie & Steve Mitchell - Claudia & Frank Mohler - Debbie Tallarico & Ged Moody - Sheri Moretz - Yvonne Ziel & Tim Morse - Cindy Wallace & Allen Moseley - M-Prints, Inc. - Murar Foundation - Larry & Nanci Tolbert Nance - Carol & Bob Neill - North Carolina Arts Council - Diane Novacek - Mark O'Brien - Claire & Don Olander - Cherye & Tommy Pace - Blythe & Benjamin Parker - Linda Larson & William Pelto - Sandra & Mike Perry - Pet Prairie Dog Retreat - Joni & Peter Petschauer - Chris Petti - Susan & H.P. Phipps - Judith Phoenix - Frank Pipers - Gary Plaag - C. J. Pratt & L. J. Pratt - Kelly & Trent Propst - Kathy & Wade Reece - Karen & Dave Robertson - Shannon A. Russing - Nancy & Neil Schaffel - Carolyn & Daniel Shepherd - Katherine Shoffner - Carol Berns & Theodore J. Silver - Beth & Art Singleton - Skyline Membership Corp. - Linda & Claude Smith - Sharon & Walt Smoski - Minnie & Robert Snead - Lori & Robert Souther - Julianne & Jason Spradlin - Caroline & Paul Stahlschmidt - Emily & Andrew Stallings - StickBoy Bread - Martha Stephenson - Jenny Koehn & Jim Street - Marilyn Sue - Sylvia & Cullie Tarleton - Charlene R. Tarver - Carol & Henry Thompson, Jr. - Mrs. Jonathan Topodas - Marlene & Bill Trahan - Mitzi & Jason Triplett - Kathy Rust Trotter & Paul Trotter - Town of Boone - Edie & Stuart Tugman - Tweetsie Railroad, Inc. - Village Jewelers - Jonathan Ward - Angela Warren - Watauga Arts Council - Watauga County - Courtney Wheeler - White Fence Farm - Carole & Brad Wilson - Jan & John Winkler - Todd Wright

INCLUDES DONATIONS RECEIVED JULY 1, 2022 - JUNE 30 2023

CONTACT US

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The Appalachian Theatre
of the High Country, Inc. is a
nonprofit 501(c)3 organization.
EIN 46-1461331

2022-23 TRUSTEES

Keith Martin, Chair

Bill Pelto, Vice-Chair

Brady Combs, Treasurer

Sharon Smoski, Secretary

John Cooper, Past Chair

Jim Deal

Tucker Deal

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Bettie Bond

Bob Gates

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Alex Hooker

Jane Lonon

Susan McCracken

Jesse Miller

Bob Neill

Chris Petti

Dave Robertson

Nancy Rosen Schaffel

Bob Snead

Elaine Topodas

Angela Warren

Todd Wright



For more information visit www.guidestar.org