

LANDMARK THEATRE

2023 Annual Report

Events Supporting the Community:

The Central New York community has supported the Landmark for decades. We value the ability to give back by making our space available and affordable for local nonprofits.

Sponsored Events

- Marshall Man
 - Make a Wish CNY
- Call Time
 - CNY Film Professionals
- Nutcracker Twist
 - Symphoria and Cirque Ovation

Non-Profit Fundraisers

- Upstate Gala
- Sock Out Cancer
- United Way of Central New York's Annual Gala
- NYS Brewer's Association Brewfest

Improving Arts Access:

Through donations, The Landmark Theatre was able to send 176 Syracuse City School District students to see Dear Evan Hansen.

Attendance:

Landmark Theatre events draw in guests from across the state and across the country.

- 113,699 tickets sold for 74 shows
 - 42.6% From Onondaga County
 - 15.3% From Other CNY counties
 - 42.1% From Outside CNY
- Guests from every county in NYS
- Guests from every state in the nation

Local Economic Impact:

Audience members and events have a significant impact on our community.

- Outside Patron Spending: ~\$3.4MM
- Direct Expenditures: ~\$2.9MM
- Capital Investment: ~\$895,000
- Outside Investment: ~\$2.5MM

Total Economic Impact: \$9,647,000

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Theatre Investments

The Landmark regularly makes investments in our beloved theatre to meet the needs of our visiting shows and our audience, all while preserving our historic character. These improvements are made possible by investments to the Landmark Theatre Fund, that is hosted by the Central New York Community Foundation.

- Improving the Customer Experience and Accessibility
 - Significantly expanded main floor ladies' room from 4 stalls to 13, including an additional ADA stall and a new ambulatory stall This project was made possible by grants from the Allyn Family Foundation and the Dorothy and Marshall M. Reisman Foundation
 - Expanded concession points of sale from 6 to 8
- Critical Infrastructure
 - Rehabilitated auditorium roof and restored masonry, improving our energy efficiency and ensuring a water tight auditorium before restoration work begins This project was made possible by a New York State capital grant secured by Assemblyman William B. Magnarelli
- Restoration and Preservation
 - Restored select portions of worn lobby plaster and paint, to be continued in 2024
- Long Term Sustainability
 - Established the Landmark Theatre Endowment, with a seed gift from Dorothy and Marshall M. Reisman Foundation, for the long term support of the theatre

Looking Ahead to 2024, we will...

- Anticipate an annual ticketed attendance of more than 125,000
- Restore the Walnut Room
- Rehabilitate the Salina and Jefferson St. doors
- Replace Salina St. awnings
- Continue lobby maintenance efforts

