

LIVERMORE VALLEY
— arts —



2024-2025 Annual Report

“Music gives a soul to the universe, wings to the mind, flight to the imagination and life to everything.”

PLATO



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Dear Friends,

Do you remember the first time you set foot in the Bankhead? What was the show? For me it was to see Leo Kottke, one of my favorite guitarists of all time. I've probably seen about 300 shows at the Bankhead since that moment, but I still remember the first.

This last year at Livermore Valley Arts, we made a strong overture to focus on the experience for our first-time visitors. They received special communications before and after the event, and a coupon for a discount at concessions. Those efforts paid off with a 40% increase in first-time patrons returning to the Bankhead for another within 12 months compared to last year.

If only every time could feel like the first time. Fortunately for all of us, as an arts organization that values creativity, we continue to give experiences that feel new. Hopefully you came to see our first immersive exhibit, *Cosmic Odyssey*, which we completely self-produced. Or maybe you saw Dustbowl Revival on the Bankhead Plaza with the liquid light show. Or maybe you saw some of the big stars who came to Livermore for the first time like John Cleese, American Authors and Stewart Copeland. Perhaps you thought you were going to see the Red Hot Chili Peppers for the first time at the Bankhead only to find out it was the Red Hot Chili Pipers, a bagpipe rock n' roll band, and you had a blast.

The great thing about art is that there is always something new, and at Livermore Valley Arts we will continue to do all we can to ensure that your experience will be as special as the first time. Thank you for supporting the Arts and allowing us to share it with our diverse community.

Chris Carter
Chief Executive Officer



MISSION

Our mission is to offer a broad range of arts opportunities & experiences to engage, enrich, and inspire our diverse community.



BY THE NUMBERS

274,264

Active Website Users
15% annual growth

94,361

Patrons Served
7% annual growth

17,520

Attendees at the Cultural Celebrations
7% annual growth

13,885

Social Media Followers
15% annual growth

12,370

Volunteer Hours
15% annual growth

6,249

Students Served
45% annual growth

5,212

First Time Buyers

996

Member Households

96

Bankhead Presents Performances
20% annual growth

88

Resident Company Performances
125% annual growth

38

Visiting Company Performances

15

Sold-out Bankhead Presents Shows



Engaging the Tri-Valley

Livermore Valley Arts radiates belonging by bringing people together to share in the joy of the Arts. From school programs and artist workshops to community festivals and volunteer opportunities, everyone is invited to take part and feel at home in the Tri-Valley's creative community.

ENGAGING:

- **First Time Ticket Buyers** through a special welcoming message and a personal touch during and after their first experience at The Bankhead.
- **Arts and sciences** through the self-produced premiere, one-of-a-kind Cosmic Odyssey. We partnered with area scientists, artists, and astronauts to create an immersive installation on the Bankhead Stage.
- **Young people** through arts education with programs like art camps and classes, and student matinees for Ballet Folklórico Mexicano de Carlos Moreno, Yamato, and DLUX Puppets.
- **Cultural and heritage organizations** like Cheza Nami, Livermore Fil-Am, Livermore Pride, and Tri-Valley for Black Lives through the cultural celebration series, which brings many first time visitors to our venue and plaza.
- **Community partners** at the UNCLE Credit Union Art Gallery exhibitions like Quest Science Center, City of Livermore, Stanford University Theatre Department, and the City of Pleasanton and featured guest curator Pablo Villlicaña Lara from Las Positas College, and the Tri-Valley Nonprofit Alliance.



Enriching the Tri-Valley

Livermore Valley Arts radiates creativity by offering first-time and repeat experiences that open minds and spark discovery. Free concerts, cultural celebrations, and world-class performances provide opportunities to learn, grow, and connect through the transformative power of the Arts.

ENRICHING:

- **Performances** like Syncopated Ladies and Yamato—Drummers of Japan offered exposure to new perspectives, traditions, and ideas, providing first-time at the theatre experiences for numerous patrons.
- **Personal growth** by sparking curiosity at Cosmic Odyssey and creativity at art camps and classes for both children and adults.
- **Community** with free performances of Livermore-Amador Symphony and the U.S. Air Force Band of the Golden West. Creating shared experiences by offering complimentary tickets to active military and their families through VetTix, and the unhoused by partnering with local organizations like Open Heart Kitchen.
- **Creative use of spaces** like ArtWalk After Dark on the Bankhead Plaza and Stage Door Lounge events on the Bankhead Stage, giving us the opportunity to broaden experiences for the community as well as offer more accessible performance events.

Inspiring the Tri-Valley

Livermore Valley Arts radiates possibility by nurturing imagination and encouraging dreams. Whether a child experiencing their first live performance or an audience moved by a powerful production, the Arts inspire us all to see new horizons and build a vibrant future together.

INSPIRING

- **World-class performances** like Las Cafeteras, Josh Blue, the Silkroad Ensemble, and more sparking wonder, joy, and curiosity about our world, our community, and ourselves.
- **Free events and cultural celebrations** like Pridefest, Diwali, Juneteenth, Barrio Fiesta, Lunar New Year, ArtWalk, ComicCon, and others, connecting the community and honoring diverse traditions, inviting many visitors to The Bankhead and plaza for the first time.
- **Arts education** and youth engagement: programs and family-friendly performances nurture creativity and imagination in the next generation.
- **Accessibility and inclusivity** by providing free and low-cost events ensuring that the Arts remain open and welcoming to all members of the Tri-Valley community.



Financial Highlights

For the 2024-25 fiscal year at Livermore Valley Arts, we continued to see an increase in ticket sales over previous years, and earned revenue came in well ahead of budget. We were also able to keep expenses below budget for the year. Economic uncertainty and a shift in the nonprofit philanthropic landscape, however, led to contributions falling sharply in the fourth quarter, and the year ended in a loss as a result. The operating reserve remains strong, and overall, Livermore Valley Arts continues to remain in good financial health.

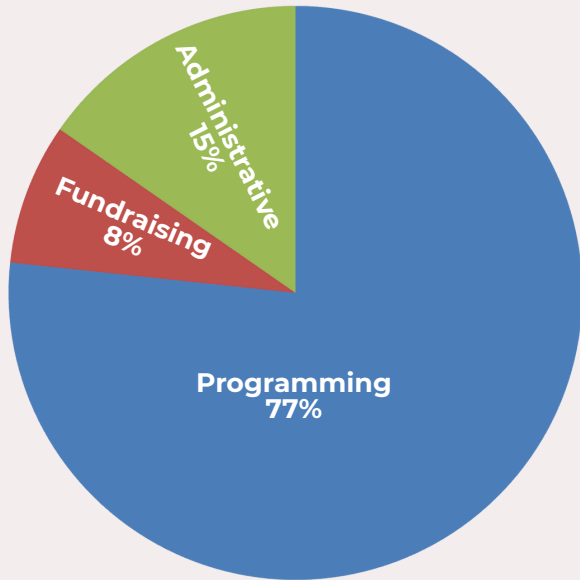
Membership Comparison



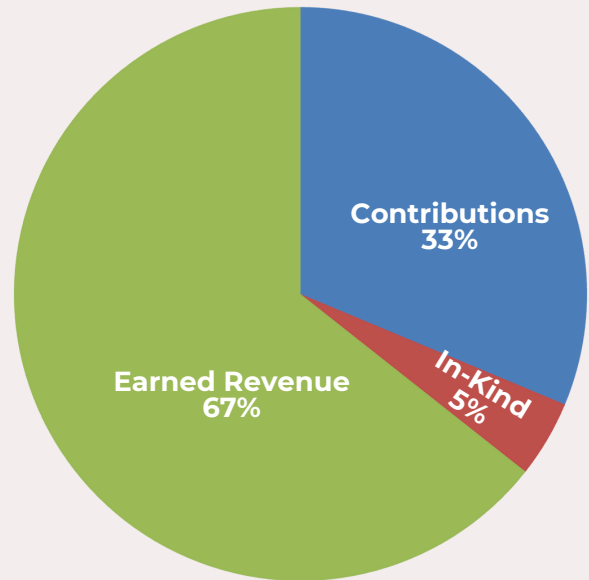


2024-2025

Expenses
\$4,313,115*



Income
\$3,961,465*



*At the time of the publishing of this report, these numbers remain unaudited.



L I V E R M O R E V A L L E Y
— a r t s —

EXECUTIVE OFFICERS

Denise Watkins, Chair
Leland Younker, Ph.D, Vice Chair
Henry (Hank) Huff, Treasurer
Jean Shuler, Secretary

EMERITUS

Michael Bocchicchio*
Phillip N. Dean*
Patrick Kernan
Layne Marceau
Dr. Mortimer Mendelsohn*
Thomas Reitter
Donna Wilcox

*Deceased

DIRECTORS

Dr. Kelly Bowers
Norman Burkhard
Kelly Cousins, Ph.D.
Dona L. Crawford
Judge Mark Eaton
Roberta Emerson
Dr. Dyrell Foster
Jeff Kaskey
Jean King
Catherine Ndungu-Case
Harold Roundtree
Joan K. Seppala
Mark Triska
Dr. Michael S. Weiner
Philip R. Wente

**LIVERMORE VALLEY ARTS
LEADERSHIP TEAM**

Chris Carter
Chief Executive Officer
Reanna Bradford
Chief Financial Officer
Ruth Egberman
Director of Marketing
Anne Giancola
Education & Visual Arts Manager
Eric Johnson
Director of Operations
Brittany Mulgrew
Director of Development



First-Time Buyer Insights



My GF and I 1st had (an awesome) dinner at the Zephyr restaurant. After that, we had an awesome evening at your theater. We were surprised how close to the stage we were able to sit. Everything about your theater was just perfect.

Quintin Thompson, Antioch



It was our first time at the Bankhead and we thoroughly enjoyed our experience. Your staff was friendly and accommodating and the performance by King's Return was amazing. Thank you so much for bringing them to your venue.

Drew Knight



Everyone was very friendly, we had excellent seats, and the parking was free. What more could we ask?
Lynne Kellner, Modesto



We had an amazing experience. It was our first time at the theater and it is beautiful and in a great location.

Lori Escobar, Pleasanton



Seriously, if you want to go to a concert, Livermore is the place to do it!

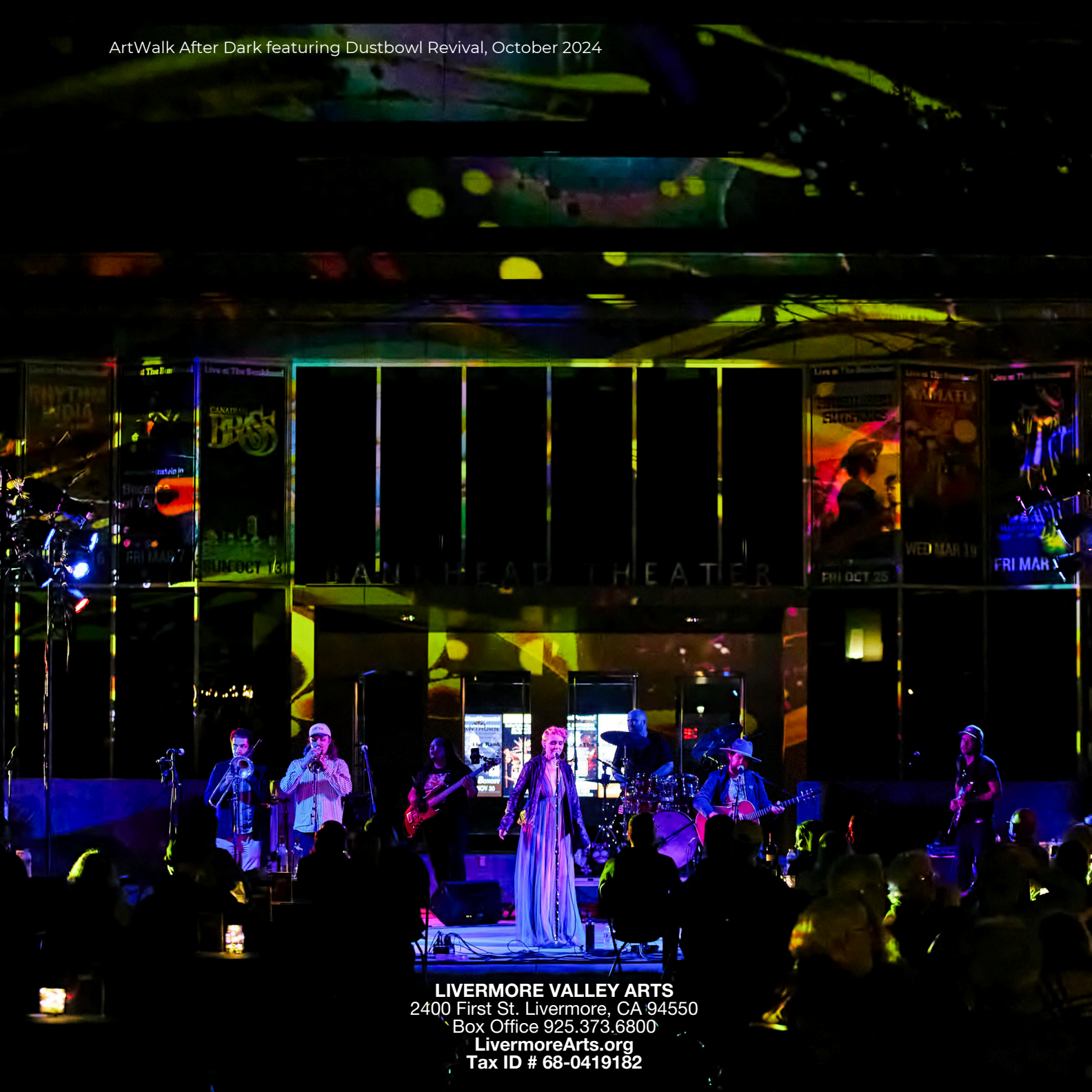
Bonnie Morse, San Rafael



It truly was a wonderful first experience and look forward to returning at a future event!

Janice Cruice

ArtWalk After Dark featuring Dustbowl Revival, October 2024



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