



NON - P R O F I T  
**THE RIALTO THEATRE**  
F O U N D A T I O N

The Rialto Theatre has been a major economic driver behind the revitalization of downtown Tucson, providing a consistent, reliable, and growing revenue stream to downtown businesses.

During calendar years 2010 through 2016, the Rialto:

- Produced more than 1,300 shows, growing from 145 shows in 2010 to 321 shows in 2016, a 121% increase.
- Sold 676,000 tickets, growing from 77,000 tickets sold in 2010 to 137,000 tickets in 2016, a 78% increase.
- Opened two new venues under the Rialto Theatre Foundation – the R Bar in Herbert Alley in 2015, and 191 Toole in the Warehouse Arts District in 2016.
- Purchased the Rialto Theatre building from Rio Nuevo in 2015 with financing from National Bank of Arizona, with whom we maintain a strong relationship. In addition to being the Theatre’s mortgage lender, NBA provides the Foundation an operating line of credit, which is used seasonally.
- Hired a full-time Development Director in 2016 to oversee and grow the Membership and Charitable Giving programs.
- Grew individual memberships from 0 to more than 500 Rialto members. This year we’ve already surpassed 600 members.

During fiscal years 2011 to 2016, the Rialto:

- More than doubled our Annual Gross Revenue, from \$2.5 million to \$5.2 million. We are on track to surpass \$6 million in revenue in the current fiscal year.
- Paid more than \$4.5 million in wages and payroll taxes, which puts that money directly back into our community.
- Grew our full-time senior staff from four to 14. The Rialto currently employs between 85 and 105 employees (including part-time and contract workers), depending on the number of shows happening monthly.