

WAITRESS

JOE'S

ZACH THEATER

IMPACT REPORT

LIGHTING THE WAY, TOGETHER

2024-2025 SEASON

Zach
THEATER

All photos by AxelB Photography unless otherwise indicated

A LETTER FROM OUR MANAGING DIRECTOR



Since 1921, Zach has been Austin's theater — and this year, your support helped us grow into something even brighter. Mirroring the identity of our city, we honor and build upon both our deep roots and that pulse and forward-momentum that makes Austin unique.

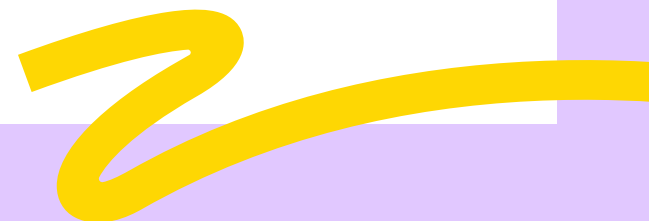
In a season of bold reinvention and joyful momentum, we expanded access and invested in the future of theater in Austin through immersive retellings of known stories and new work alike. We welcomed more first-time patrons, reached more students and launched a fresh new look that matches the energy and excellence happening on our stages. We also took important steps toward a vibrant future — deepening our commitment to accessibility, education, and belonging for all.

None of this has been possible without our community of supporters. This report is a celebration of the moments you helped make possible — and a glimpse at what's ahead. Because when we shine together, we light the way for something extraordinary.

Sincerely,

A handwritten signature in black ink, appearing to read "Jamie Herlich".

Jamie Herlich
Managing Director
Zach Theater

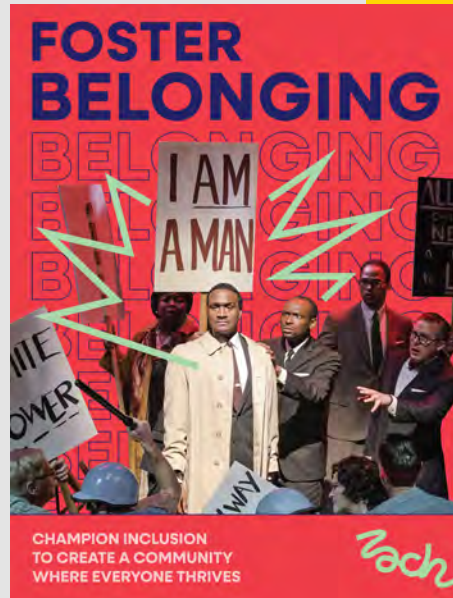


THE WIZARD OF OZ

WHAT GUIDES OUR LIGHT

Photo by Melissa Taylor

OUR VALUES



PURPOSE

We tell stories that illuminate our shared humanity.

MISSION

We create theater, education, and training programs that ignite connection between artists, audiences, students, and the community.

VISION

Zach is the place for everyone's story.



CHANEL: ONE NIGHT ONLY



2024-2025 SEASON AT A GLANCE

\$1.1 MILLION
TICKET SUBSIDY



ALICE BY HEART



**MAINSTAGE PLAYS
AND MUSICALS**

FAMILY SERIES SHOWS



99,927
TOTAL AUDIENCE MEMBERS

25,278
STUDENTS FROM 243
SCHOOLS ATTENDED A SHOW
ON A FIELD TRIP

442 PERFORMANCES

280+ ARTISTS AND
CREATIVES EMPLOYED

11,732
STUDENTS WERE FROM
115 TITLE 1 SCHOOLS

45,000

**FREE OR DEEPLY DISCOUNTED
TICKETS FOR FAMILIES AND
SCHOOLS WHO COULDN'T
OTHERWISE ATTEND**

ACCESS FOR ALL:

We ensure that cost, access,
or ability are never barriers to
experiencing the joy and
power of live theatre

A CHRISTMAS CAROL



WE HAD RECORD-BREAKING ATTENDANCE
WITH **SOLD-OUT** PERFORMANCES FOR OUR
10-YEAR ANNIVERSARY PRODUCTION OF
A CHRISTMAS CAROL AND **EXTENDED RUNS**
OF DON'T LET THE PIGEON DRIVE THE BUS!
THE MUSICAL AND WAITRESS.

THE WIZARD OF OZ

WE TRANSFORMED WAITRESS AND THE WIZARD OF OZ INTO **ONE-OF-A-KIND 360-DEGREE PRODUCTIONS** DESIGNED SPECIFICALLY TO IMMERSE AUDIENCES IN A THEATRICAL EXPERIENCE FOUND NOWHERE ELSE.



WE RECOMMITTED TO **NEW WORK** BY HOSTING PULITZER-PRIZE WINNING PLAYWRIGHT ROBERT SCHENKKAN AS A “PLAYWRIGHT IN RESIDENCE” DURING REHEARSALS OF *BOB & JEAN: A LOVE STORY*.

WE CONTINUED TO DEVELOP OUR COMMISSIONED MUSICAL, *ZAPATA: A FOLKLORICO MUSICAL!* THROUGH A WORKSHOP AND READING.

ZAPATA WILL BE FULLY STAGED AS A NEW MUSICAL DURING THE 25-26 SEASON.

WORKSHOP & READING FOR ZAPATA



ROBERT SCHENKKAN & DAVE STEAKLEY





Photo by Caesar Martinez

CAMPFIRE, OUR ORIGINAL “THEATER FOR THE VERY YOUNG” MUSICAL
CREATED SPACE FOR PLAY, CONNECTION, AND WONDER - SERVING
CHILDREN AGES 6 MONTHS TO 5 YEARS AND THEIR CAREGIVERS.

Zach

YOUTH

TO DISCOVER, GROW AND
SHINE THROUGH CAMPS, CLASSES,
& PRE-PROFESSIONAL TRAINING

\$193,160

IN FINANCIAL AID WAS AWARDED TO
190 STUDENTS AND FAMILIES — A 36%
INCREASE OVER LAST YEAR

ONCE AGAIN, 100%
OF GRADUATING SENIORS FROM OUR
PRE-PROFESSIONAL TRAINING PROGRAMS
WERE ACCEPTED TO PRESTIGIOUS
PERFORMING ARTS COLLEGES

THIS YEAR:

INCREASED THE NUMBER OF YOUTH
PARTICIPATING IN OUR PERFORMING ARTS
SCHOOL BY 6% TO 4,678 STUDENTS.

ZACH SUMMER CAMPS HIT RECORD
ENROLLMENT AT OUR DOWNTOWN CAMPUS
AND EXPANDED BEYOND OUR ZACH NORTH
CAMPUS INTO ROUND ROCK SERVING 2,476
STUDENTS OVERALL.

ZACH ACADEMY CONTINUES TO GROW,
AND LAST YEAR'S PRODUCTION OF *INTO
THE WOODS* WON MULTIPLE AWARDS AT
THE HELLER AWARDS FOR YOUNG ARTISTS,
INCLUDING BEST PRODUCTION.



Photo by Melissa Taylor

52 STUDENT PERFORMERS PARTICIPATED
IN OUR PROFESSIONAL PRODUCTIONS

THEATER BELONGS TO EVERYONE



WHAT THE CONSTITUTION MEANS TO ME

**We bring our community together—
beyond the stage and into classrooms,
conversations, and celebrations.**



Partnered with AISD librarians and teachers to deliver our in-school programs including Readers Theater, reaching 2,180 students across 32 schools in 5 districts — serving 350% more students than last year.



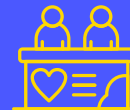
Partnered with Austin PBS to connect audiences, artists and other nonprofit organizations with our work.



Hosted community nights for every mainstage production including Pride and Zachademia Nights.



Hosted post-show panel conversations with artists and community members to help audiences connect to the work on our stages more deeply.



Supported local artists and artisans by hosting Monday night theater industry events and Markets on our Plaza.



Launched a new website and refreshed our visual identity to make access and connection easier.

Zach
CONNECT

AMERICAN
Bandstand
A SEASON LIT BY
YOUR **GENEROSITY**

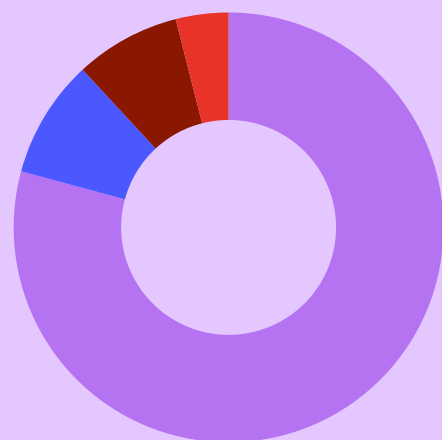
WE TURN SUPPORT INTO IMPACT



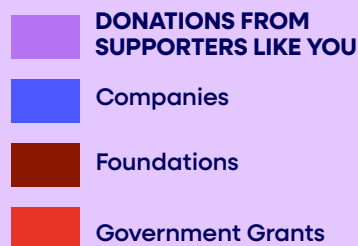
**Because of you, the lights stay on—
literally—and the doors stay open
for everyone in our community.**

Zach's annual operations cost more than \$12 million, and donor support plays a vital role in making that possible. Last year, contributions accounted for 22% of our total income, ensuring that live theatre remains accessible, inclusive, and artistically ambitious for all.

Thanks to your generosity, annual fund revenue grew by 22% last year, helping us reach more students, expand community partnerships, and invest in bold new creative work that reflects Austin's diverse stories.



**24-25 DONOR SUPPORT
TOTALLED \$2,286,550**



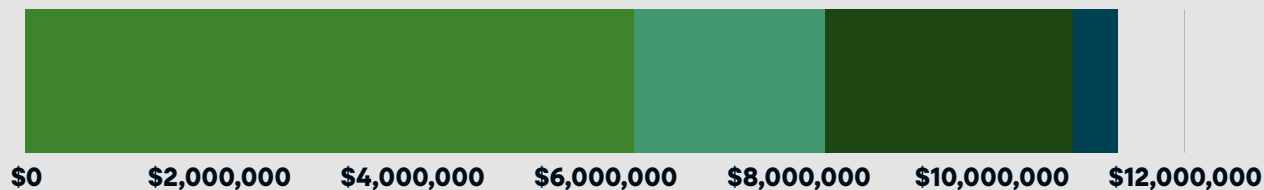
YOUR SUPPORT LIGHTS THE WAY

TOWARD A STRONG AND SUSTAINABLE FUTURE FOR ZACH

Like many theaters nationwide, Zach continues to recover from the lasting financial impacts of the pandemic. This year, we achieved a 26% improvement in our annual operating deficit and are on track for long-term financial sustainability by FY28.

Strategic investments to programming, accessibility, and youth education - as well as marketing - have helped rebuild our audience base and strengthen revenue streams, while donor support remains the cornerstone of our progress.

24-25 REVENUE \$11,308,596



Tickets & Patron Services
\$6,301,051

Youth Programs
\$1,980,414

Donations
\$2,568,828

Other Income
\$458,303

24-25 EXPENSES \$12,270,801



Artistic & Production Programming
\$7,432,976

Youth Programming
\$1,524,968

Fundraising
\$931,102

Occupancy
\$900,939

Administration
\$1,480,816

THE WIZARD OF OZ



Photo by Melissa Taylor

A CHRISTMAS CAROL

LIGHTING THE WAY FORWARD

WE'RE NOT SLOWING DOWN – WE'RE DREAMING BIGGER



CELEBRATING 35 YEARS OF VISIONARY LEADERSHIP



A MESSAGE FROM OUR PRODUCING ARTISTIC DIRECTOR

Zach has always championed bold ideas and big dreams—on stage and in the community. Looking ahead, we will build on that foundation with innovative and immersive theatrical experiences, by centering playwrights and artists who are shaping the national conversation, and creating pathways for young artists through our training and education programs. We are committed to creating meaningful and vital theater that inspires, brings our community together, and showcases the transformative power of theater nationwide.

DAVE STEAKLEY,
Producing Artistic Director

Photo by Charles Quinn





A FIVE-YEAR STRATEGIC PLAN IS GUIDING **OUR NEXT CHAPTER.**

WE'VE SET FOUR BIG GOALS:

- To create and present extraordinary art that's ambitious, expansive, and uniquely Zach.
- To strengthen our capacity—growing the resources, infrastructure, and team we need to thrive.
- To deepen our community connection—with broader audiences, new partners, and more welcoming spaces.
- And to invest in the next generation through transformational education and training programs.

**These goals are bold by design.
They reflect where we believe Zach
can go—and how we can serve this city
in deeper, more meaningful ways.**



RIBBON CUTTING CEREMONY,
REBRANDED TOPFER THEATER,
WAITRESS OPENING.

THE TOPFER
THE TOPFER
THE TOPFER
THE TOPFER

THANK YOU



ANNUAL
FUND
DONORS
LIST

24-25 SEASON
SPONSORS LIST

To every donor, volunteer, student, teacher, audience member, and artist: thank you. You make Zach possible. Together, we create theater that cultivates empathy, ignites joy, and changes lives. We all shine brighter when we shine together.

Here's to the stories we've told — and the ones we'll create next.



2

THEATER THAT INSPIRES US **EMPOWERS A CITY**

TOGETHER, WE LIGHT UP AUSTIN

THE TOPFER
THE TOPFER
THE TOPFER
THE TOPFER