



2025

ANNUAL MEMBERSHIP MEETING

MONDAY - JANUARY 13, 2025 | 6PM-8PM
THE SECOND CITY: 230 W North Ave.



ANNUAL MEMBERSHIP REPORT

Marissa Lynn Jones
Executive Director

Hello Theatre Family!

I want to personally thank you for renewing your membership with League of Chicago Theatres.

Thank you to everyone who was able to join us at the annual meeting and to The Second City for hosting us in their theatre. With the launch of our new member season, I want to make sure you don't miss out on all the wonderful news we shared at the meeting and the programs and services you have to look forward to this year.

We have a full calendar of 2025 events for the membership! A full schedule can be accessed [HERE](#).

This includes our standing programs like:

Industry Nights

Professional Development Workshops

Community Empowerment Series

You will also learn about the League's goal mapping around our strategic plan, advocacy and new programs.

To view the live recording of our Annual Membership Meeting courtesy of Thespi LLC visit the link below. Please note you will need to create a login to access.

[2025 Annual Meeting](#)

LEAGUE OF CHICAGO THEATRES STAFF



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Executive Director



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2025 Programming

JANUARY

Monday, January 13, 2025 – League of Chicago Theatres Annual Membership Meeting
Thursday, January 16, 2025 – Industry Night – Jaja's African Hair Braiding

FEBRUARY

Monday, February 3, 2025 – Chicago Theatre Week Kick-off at Black Ensemble Theater
Monday, February 17, 2025 – Cultural Conversations: Black History Month at Definition Theatre

MARCH

Monday, March 10, 2025 – Cultural Conversations: Women's History Month at Lookingglass Theatre
Thursday, March 27, 2025 – Industry Night: No Such Thing at Rivendell Theatre Ensemble
TBD – Shuttle to the Show: Non-Equity Jeff Awards

APRIL

Friday, April 11, 2025 – Theatre Tool Drive in partnership with Chicago Green Theatre Alliance
Monday, April 21, 2025 – Community Empowerment Series at Jane Addams Hull-House Museum

MAY

Monday, May 12 & 13, 2025 – Theatre Industry Career Fair at FAME Center
Friday, May 23, 2025 – Industry Night: As It Is In Heaven at Northwestern University (Josephine Louis Theater)
Thursday, May 29, 2025 – Cultural Conversations: AAPI Heritage Month at CIRCA Pintig at Rizal Center

JUNE

TBD – Cultural Conversations: LGBTQIA+ Pride Month
June 5 -8 – Chicago Green Theatre Alliance E-Waste Drive

JULY

TBD – Cultural Conversations: Disability Pride Month with Chicago Inclusive Project
Friday, July 18, 2025 – Shuttle to the Show: Dhaba on Devon Avenue at Writers Theatre & TimeLine Theatre

AUGUST

Tuesday, August 5, 2025 – League of Chicago Theatres Annual Spotlight Gala

SEPTEMBER

Monday, September 4, 2025 – Shuttle to the Show: Side by Side by Sondheim at Oil Lamp Theater
Monday, September 8, 2025 – Community Empowerment Series at Bramble Arts Loft
Monday, September 15, 2025 – Cultural Conversations: Latine Heritage Month at Agujón Theater Company

OCTOBER

TBD – Shuttle to the Show: Equity Jeff Awards at Drury Lane Theatre
October 9 -12- Chicago Green Theatre Alliance: Textile Drive

NOVEMBER

Monday, November 3, 2025 – Community Empowerment Series at Annoyance Theatre
Friday, November 14, 2025 – Industry Night: The Infinite Wrench at The Neo-Futurium
TBD – Cultural Conversations: Native American Heritage Month

ANNUAL MEMBERSHIP REPORT

The League has an annual budget of just under \$1.6M and this year our budget breaks down in the following ways:

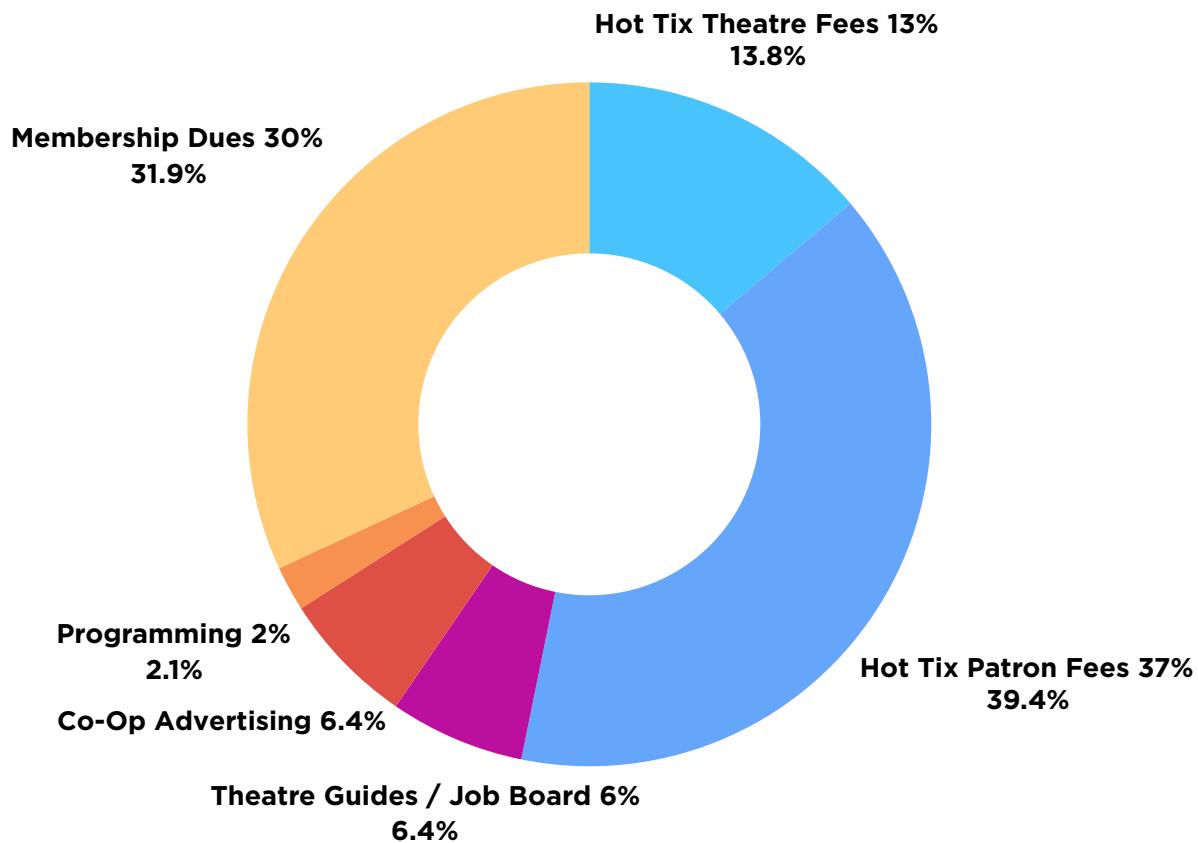
*Earned income accounts for 39% of our revenue in the following categories



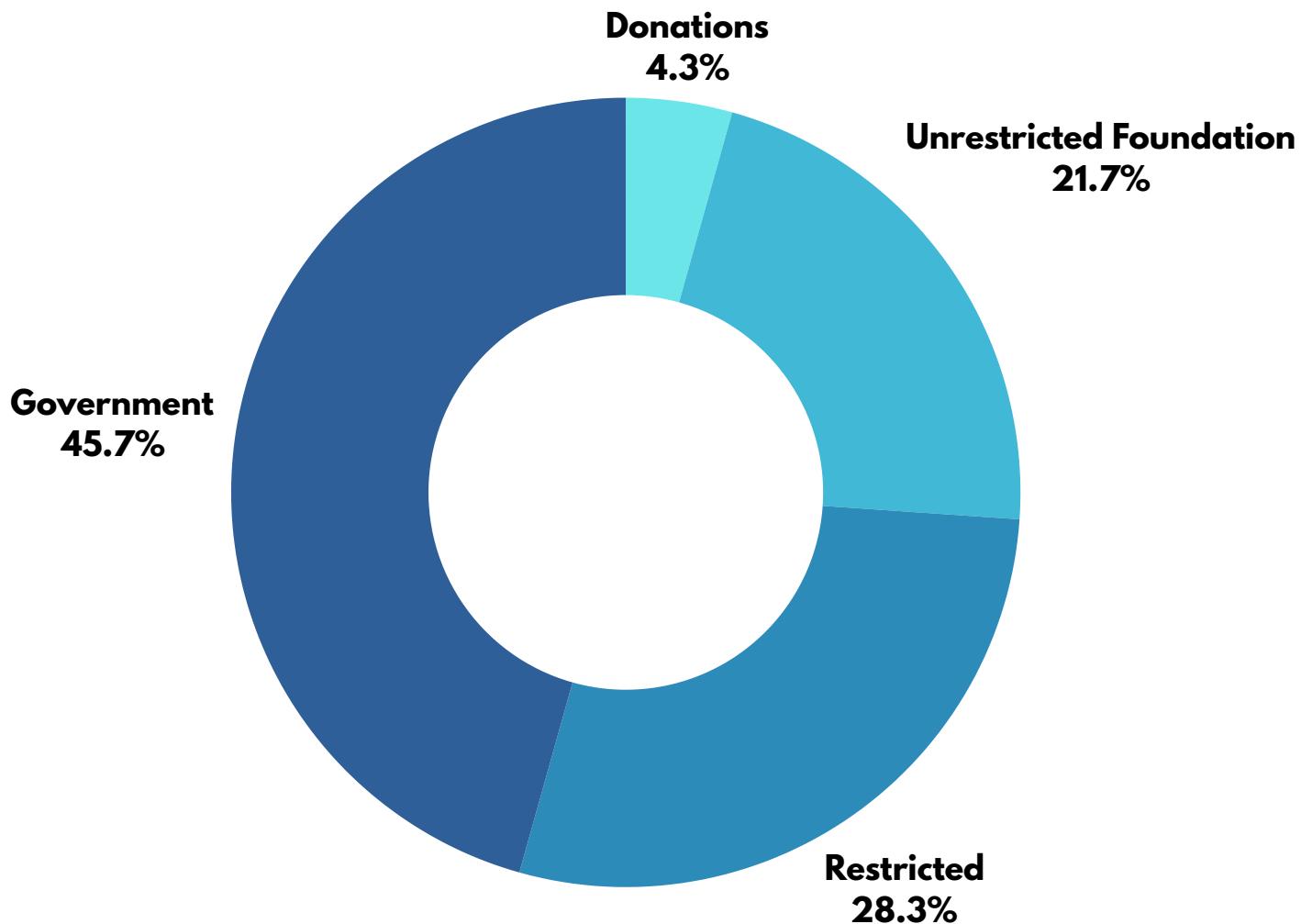
Hot Tix between patron and theatre fees accounts for 50% of our earned revenue. When you decide to utilize Hot Tix, you are directly impacting the future and sustainability of the League while keeping more money in your pocket than utilizing other third-party platforms.

The League has a focus of branding Hot Tix as the place for Chicago's theatre ticket. As we look to plans down the road of a new holistic website and commercial advertising, we want to make sure that Hot Tix is used by more constituents each year.

- **Hot Tix Theatre Fees 13%**
- **Hot Tix Patron Fees 37%**
- **Theatre Guides / Job Board 6%**
- **Co-Op Advertising 6.4%**
- **Programming 2%**
- **Membership Dues 30%**



Philanthropy is the cornerstone of our funding. Most of our funding this year currently comes from private foundations and government grants, which is largely due to the assistance of our lobbying group. Through government allocation, we can allocate funds towards member services. **Contributed Revenue** accounts for 61% of our budget and breaks down in the following ways:

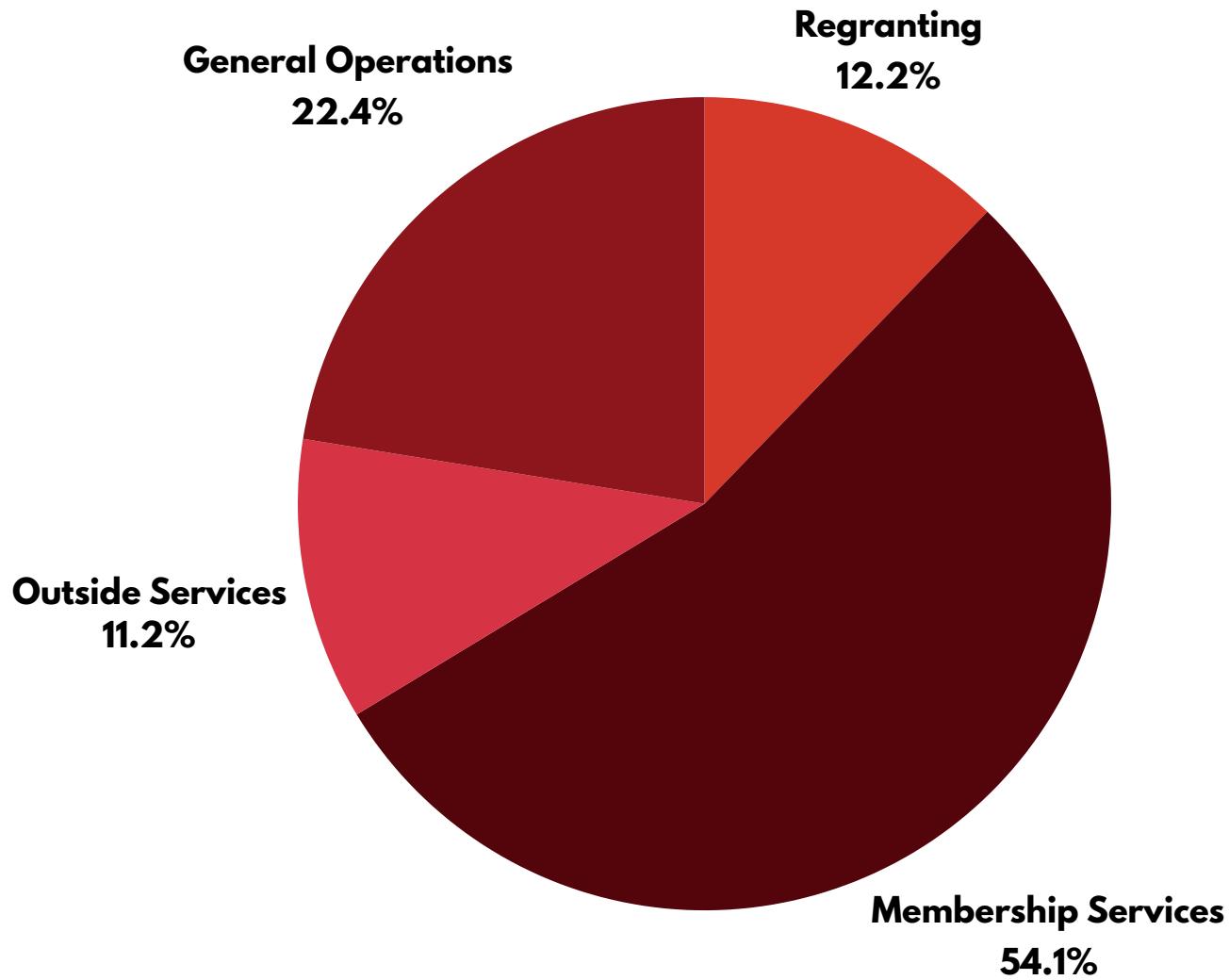


We are always accepting donations!

[donate here](#)

Of our expenses regranting through the ComEd Powering the Arts Program, Sam G. Roberson Jr. grant, and Emerging Theatre and Backstage Champion awards sponsored by Broadway In Chicago have been programs we are proud to uphold. This year due to the shift in funding globally we have had to pause the August Wilson Monologue Competition and the Sam G. Roberson Jr. grant.

As part of our fundraising efforts the League advocates for grant support that can assist our membership. This year that included asks around funds to help restore intern and apprenticeships in our theatres, and the PAV fund which helped make spaces accessible. Expenses break down in the following ways:





When we talk about utilizing our collective strength this is where we see opportunity. The more members we have utilizing the **Co-operative Advertising Program**, the better rates we get for the membership. We have seen a shift over the past year with advertisers and this is mostly due to some advertising purchasers going directly to the advertisers to match League rates. I encourage you to reach out to our offices to get an assessment and make sure you are getting the best rates.



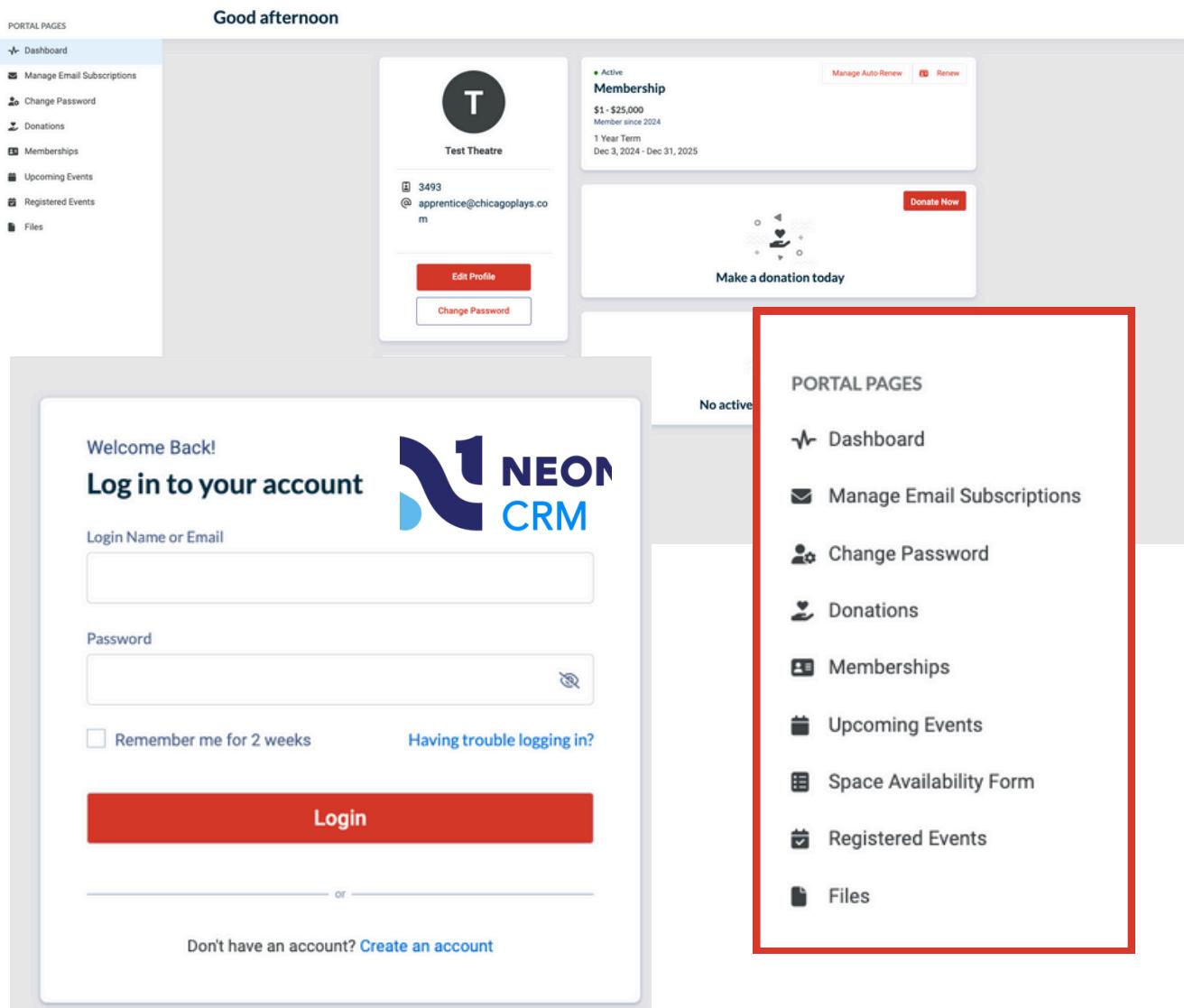
Chicago 
Theatre Week Feb 6-16 2025

kasa

DISCOUNTED ACCOMODATIONS DURING CTW25

One of the new programs we launched this year was our housing partnership with Kasa Management which we have renewed for another term. This offers discounted housing in three buildings in gold coast, the loop and south loop areas. If you have guest artists that need to be housed, you may utilize these options. In addition, Kasa Management has offered discounted rates for stays during Chicago Theatre Week. These renewals depend on active participation throughout the year.

One addition you will see this year as a part of your membership is our upgraded member platform **NEON CRM**, which will launch in late February granting direct access to your membership resources.



The image shows a split-screen view of the NEON CRM interface. On the left is the login page, featuring a 'Welcome Back!' message, a 'Log in to your account' button, and fields for 'Login Name or Email' and 'Password'. It also includes a 'Remember me for 2 weeks' checkbox, a 'Having trouble logging in?' link, and a large red 'Login' button. At the bottom, there's a link to 'Create an account'. On the right is the user dashboard, which greets the user with 'Good afternoon' and displays a profile for 'Test Theatre'. The profile includes a placeholder image, the name 'Test Theatre', a member ID (3493), an email (apprentice@chicagoplays.com), and buttons for 'Edit Profile' and 'Change Password'. To the right of the profile is a 'Membership' section showing an 'Active Membership' for '\$1 - \$25,000' with a '1 Year Term' from 'Dec 3, 2024 - Dec 31, 2025'. It includes links for 'Manage Auto-Renew' and 'Renew', and a 'Donate Now' button with a 'Make a donation today' call-to-action. A sidebar on the right lists 'PORTAL PAGES' with icons: Dashboard, Manage Email Subscriptions, Change Password, Donations, Memberships, Upcoming Events, Space Availability Form, Registered Events, and Files. The 'Memberships' item is highlighted with a red box.

We have heard the asks about a membership directory, lists of funders, and quick data sets. You will now be able to quickly access these resources alongside event tickets and registrations for workshops. Some other changes you will see are general use contracts around core services including Hot Tix and the co-operative advertising program. These are to protect yourself as a user and the League who signs advertising contracts on behalf of members.

The focus of the League this year is to restore the mission behind collective strength for our industry. In our participation in different city and state forums, we have taken note of what retains the attention of our leaders and the upcoming economic and infrastructure plans being developed for our neighborhoods in the city and beyond. As a membership of 230 organizations, there is no reason why we as the League and theatres of Chicago everywhere cannot have the same recognition as sports, restaurants, and visiting festivals. This is why the League included lobbying as part of the work we do for the industry. We want to support the efforts of the Arts Alliance and Illinois Arts Council as well as national pushes making sure the membership is aware of how to get in touch with legislatures, how to make changes in their communities and how to make changes in Springfield.



CHAD HOOSIER LOBBYIST

I want to recognize Chad Hoosier who has been working with us for just over a year and has already done amazing work in helping the League retain funding for the FY25 year and getting legislation passed on the theatre tax credit. Through this work we had senators and house representatives join us for the national conference, and last year's theatre week kick-off. We are building awareness of the needs of the general theatre community and identifying state grant opportunities that help our members.

This will be the first year of the **Non-Profit Theatre Tax Credit** program, a tremendous opportunity to get theatres access to funding in a way we have never had before. I want to thank Lou Raizin, the League Board and Chad for working with me over a year to get this legislation passed. This is not meant to be a perfect resolution, but it is a step in the right direction. As always, in being the first to do something, we will have more work to do to make it better, but for now I want to make sure we have full involvement to utilize these funds in this first year. The League will make sure you have as much information and education as possible in this process.

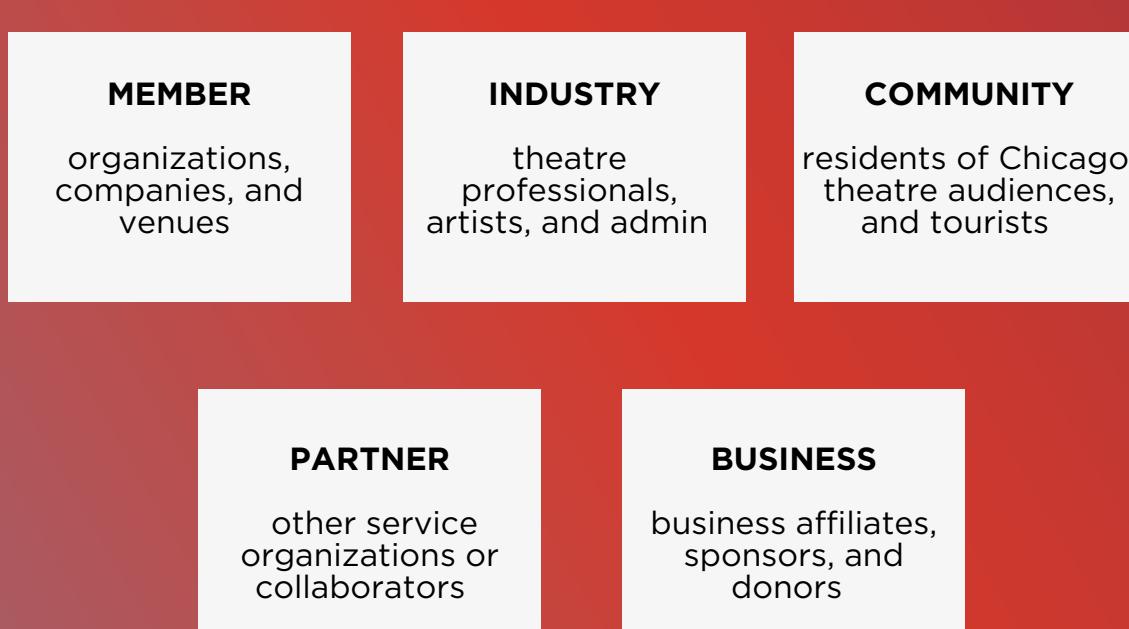
We have a full calendar of events ready for you today at the top of the year. We want you to add these to your calendar, make sure your teams are involved and help us toward our mission. This year I am happy to announce the board is nearing the completion of a yearlong strategic planning process led by BLVE Consulting that looks at the League over the next five years as we move to our 50th Anniversary. There will be a special meeting to review this new plan and receive member feedback.

As part of the government funding we received this year, the League will be working on an Economic Impact Survey gathering data that can be utilized by the membership and for the membership toward future grants and public support. One of the important action items that we'll be rolling out in February is our Annual Membership Survey which must be completed by ALL members. In 2024, we received only 30% participation, which does not provide us with the most accurate data on how best to serve you.

We are constantly assessing how best to serve you at the League, but we have been intentional during these last few months of 2024 to align our programming and membership services. We really took the time to dive deeper into WHO the League is, WHO we serve, and HOW we serve them. Throughout this alignment, we identified 47 Services the League currently provides which fall into four different categories:

- Audience Development
- Professional Development
- Program
- Resource

All 47 services are available and accessible to our members, but we found that our members are just ONE population we serve at the League. We identified five constituent categories and the number of services available to them, which you can see here:



This month, we will be rolling out a new and improved member handbook as a guide for accessing the 47 services (and counting...) available to you. The more you become involved and participate in the services available to you, the more value your League membership increases as we can better amplify your organization. Some services I'd like to highlight today are:

- Listing all of your productions on Chicagoplays.com - shows MUST be listed on this website in order to participate in League promotions like Chicago Theatre Week, Tickets for a 20, or Half-Price Holidays.
- Submitting to be included in our weekly Broadcast newsletter - we will include community updates, industry offers, professional development opportunities, and NEW to 2025 is our Member updates section where you can inform the membership about any leadership or organizational changes. We will also be using this section to shout out new members that join throughout the year!
- Selling your discounted tickets on Hot Tix - 95% of ticket sales go directly back to your theatre! We are the only discounted ticketing platform that is by Chicago, for Chicago.
- 25+ League events and 15 festivals where we'll be dispersing theatre guides and information on upcoming shows through our Brand Ambassador program!

Make sure you've got your seat to this year's Chicago Theatre Week Kick-Off on February 3 from 5pm-7:30pm! We're grateful to this year's hosts, Black Ensemble Theatre for allowing us to bring back our preview performances and pre-program reception where attendees can find out more about our theatres and purchase tickets to Chicago Theatre Week Shows.

Chicago Theatre Week Kick-Off Party

Black Ensemble Theatre

February 3, 2025 - 5pm-7:30pm

Next up, we're bringing back the Community Empowerment Series as the League's dedicated space for our members' leadership to discuss industry focused topics and connect to resources and services to support their work. If you've not attended a Community Empowerment Series, I highly recommend you get this date in your calendar, we are hosting the following segments:

Community Empowerment Series

April 21 - 6pm-8pm: Jane Addams Hull-House Museum

September 8 - 6pm-8pm: Bramble Arts Loft

November 3 - 6pm-8pm: Annoyance Theatre



We are happy to continue our partnership with the Chicago Green Theatre Alliance. This is a great opportunity for us to repurpose, recycle, and reuse materials among the membership. We are still looking for theatres to host these drives who have parking lots and space to hold the donations.

June 5 - 8 - E-Waste Drive
October 9-12 - Textile Drive

Follow the Facebook Group
for up to date swaps, resources, tips, and articles.

2025 THEATRE INDUSTRY CAREER FAIR

MAY 12 & 13 | FAME CENTER

This year we are bringing back the Career Fair in a new way! For the first time we are extending the Career Fair over two days with one day focused on administration in the arts and one day focused on performance.

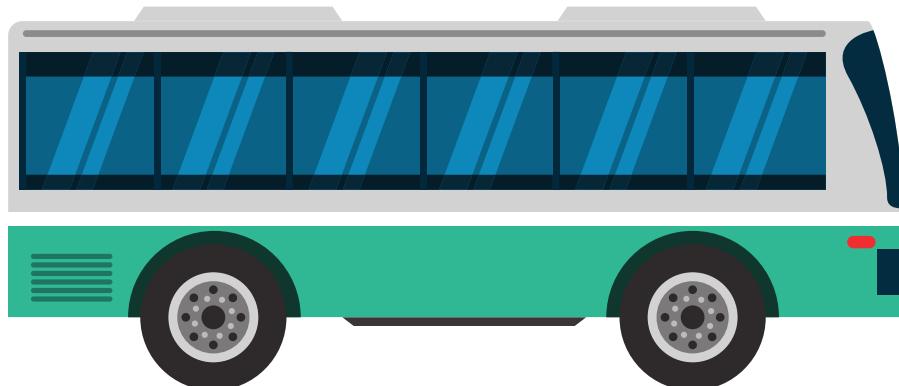
We are also returning to our Cultural Conversations including the:

Black History Month Panel
Women's History Month Panel
AAPI Heritage Month Panel
LGBTQIA+ Pride Month Panel
Disability Pride Month Panel
Latine Heritage Month Panel
Native American Heritage Month Panel

Interested in participating as a host or panelist?
EMAIL: Tony@chicagoplays.com

New programming opportunities coming through...INTRODUCING:

Shuttle to the Show!



This new program will allow audiences and members to ride a shuttle to our theatres outside of the city. We want to make sure we support all of our members and their productions. We will start this year with four trips:

March: Non-Equity JEFF Awards

July 18: Dhaba on Devon Avenue – Writers Theatre & Timeline Theatre

September 4: Side by Side by Sondheim – Oil Lamp Theater

October: Equity JEFF Awards

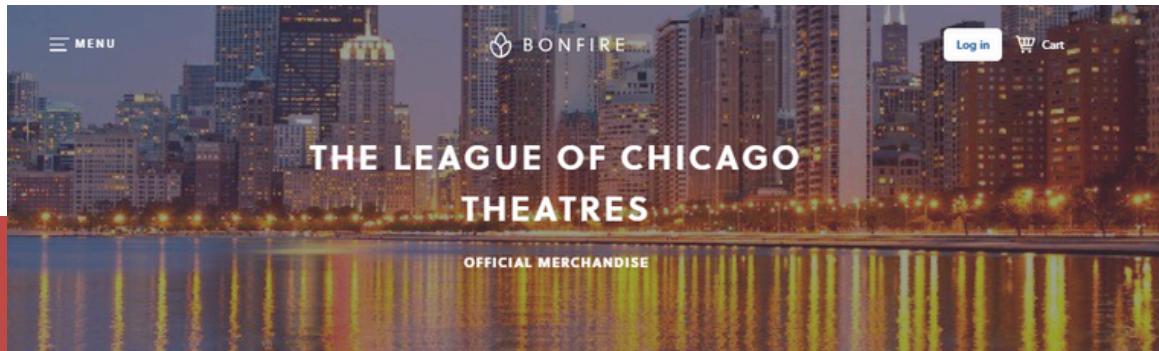
Look for other member wide promotions around the year that everyone can take part in. We had great success in uplifting Theatre Season this past fall and are in our 13th year of Chicago Theatre Week. Our phones were ringing off the hook from people trying to buy tickets.

The League will continue to have a marketing and events apprenticeship focused on special projects that make an impact across the membership. Our last apprentice Kiara Rivera in her capstone project created a rubric for theatre organizations to make sure they are connecting their work to the community to make lasting impact beyond season selection. View the presentation [HERE](#).

Finally, we have launched the first iteration of the **League Merchandise Mart**. This online store had its soft launch last month in our Hot Tix newsletter allowing for patrons to buy League t-shirts and hoodies. As we expand this store, we will have general theatre in Chicago merchandise and all member theaters will be able to sell their own branded materials through our site which handles design and shipping.

click here:

[Merchandise Mart](#)



The homepage features a large banner with the text "THE LEAGUE OF CHICAGO THEATRES" and "OFFICIAL MERCHANDISE" overlaid on a background of the Chicago skyline at night. The banner also includes the League of Chicago Theatres logo and the text "BONFIRE".

LoCT: Theatre is For Everyone - White Letters

Product	Color	Price
Premium Unisex Tee	Black	\$32.00
Classic Unisex Tee	Black	\$30.00
Softstyle Pullover Hoodie	Black	\$45.00

LoCT: Theatre is For Everyone - Red Letters

Product	Color	Price
Premium Unisex Tee	Grey	\$32.00
Classic Unisex Tee	Black	\$30.00
Comfort Colors Unisex Tee	Blue	\$35.00

We are ready to go into this year strong. The League team is out here working for you, on every level, we are talking to partners, businesses, legislators, audiences and anyone who will listen trying to get the funding, the attention, advocating, supporting and promoting for our industry. With 230 members when we show up together in meetings, in data, in member-wide campaigns then we show the impact of the work. So here are your calls to action...

Calls to Action

- **Show your League Pride** - we need everyone to know you are a proud member of the League. You can do this by adding a badge on your website, in your program and when reaching out to public officials. We want to make sure everyone knows who is represented by our membership.
- **Read & share weekly broadcast** - this is the place where you and your teams will get the latest information and updates. Ensure your teams are also signed up for the newsletter so they can participate in events.
- **Fill out the survey** - we know everyone has a little survey fatigue, but we know you want access to data for your grants and internal operations. We need full participation, so the data is as accurate as possible. This impacts everything from the economic impact survey to the initiative of association health care.
- **Get involved** - Besides showing up for all the events and workshops and funds we have planned, you are able to join the Programming, EDI and Marketing Committees of the League without being a board member.

I hope this letter gives you something to look forward to in this next year. Thank you for your membership and we look forward to seeing you at a League event soon!



Marissa Lynn Jones
Executive Director



STAY UP TO DATE WITH THE LEAGUE

2024 IMPACT REPORT

SIGN-UP FOR WEEKLY BROADCAST

LEAGUE OF CHICAGO THEATRES TOOLKIT

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