

REDHOUSE ARTS CENTER

Community Impact Report

Presented to the Onondaga County Legislature

400 S Salina Street, NY 13202 • theRedhouse.org • (315) 362-2785

Annual Impact at a Glance:

- 25,000+ annual visitors to Downtown Syracuse, including audiences, performers, creators, technicians, students, parents and family members, and rental events.
 - Five Artistic Mainstage productions, annually employing hundreds of local creators, crew members, and performers.
 - Eleven new works presented, many by local playwrights, providing first readings and productions, which will carry a credit for Syracuse in future productions.
 - Thousands of students reached through dozens of arts educational programs both in-house and in area schools.
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Partnership with Onondaga County

Redhouse Arts Center is grateful for the ongoing support received from Onondaga County and the County Legislature. County funding, administered through CNY Arts with the support of County Executive Ryan McMahon, enables Redhouse to bring forth programming and productions to the local community at prices which are affordable and accessible. Redhouse Arts Center's programs are made possible in part by a General Support grant and a Marketing for Economic Development grant from the County of Onondaga.

Spotlight on Economic Impact: Beyond audiences. Production rather than performances.

When it comes to arts and cultural venues, typically people think of the economic impact from audiences, their ticket buying and possible dining, parking, and shopping. Redhouse expands on that impact by being a full production facility. Redhouse has three theatre spaces with lighting, sound, and video tech already in house, full scenic and costume shops, rehearsal studios, sound recording studio, café and prep kitchen, and dressing rooms. All are fully wheel-chair accessible, even the showers in the dressing rooms.

As a venue for not just performances, but production, Redhouse regularly works with the Landmark Theatre for when they have a show in town that needs space for brush-up rehearsals. Recent examples include: *Hamilton* rehearsed their understudies for the

week at Redhouse. *The Phil Collins Story* production which ran for one performance at the Landmark, rehearsed at Redhouse for the five days prior.

Most notably, as a production facility, last October, two simultaneous national Broadway tours of *How the Grinch Stole Christmas*, set up shop at Redhouse to stage their productions before loading up 12 tractor trailers and hitting the road. They never performed here. But, their presence was certainly felt on S Salina Street and throughout Onondaga County.

- 110 visitors from across the country over three weeks
- 1,200 hotel room nights at 5 different hotels both downtown and in the suburbs
- 30 rental cars for three weeks
- More than one hundred flights
- More than 6,000 meals.

Visit Syracuse estimates the local impact for this three-week stay exceeded \$1,162,000 through hotel stays, dining, transportation, and local shopping. Furthermore, this one use of Redhouse's space contributed \$40,000 in local tax revenue.

This is the kind of impact that your investment in arts and cultural institutions makes possible.

Financial Performance

Redhouse Arts Center has seen steady and significant growth over the past few years, with board, corporate, foundation, and individual giving totals all increased over the previous year. This has continued with the current FY and there are good indicators leading into the year ahead. FY25 ended with an increase of more than \$90,000 in programmatic income and an all-time high in attendance, seat occupancy, and average ticket price. The productions in 2026 thus far are seeing occupancy rates of 90%. The 26/27 season launched in March and the number of subscriptions are at an all-time high, more than double what they were in 2024.

Looking Ahead

Redhouse Arts Center will continue to build on its unique and extraordinary blend of performing arts, education, and accessibility, all housed in a state-of-the-art 43,000 facility, perfect for both local and visiting production.