



AND THE CITY OF PALM DESERT

ROBERT MCCONNAUGHEY
PRESIDENT/CFO

KAJSA THURESSON-FRARY
VICE PRESIDENT - EDUCATION

QUICK FACTS

McCallum Theatre FY 2024

August 1, 2023 - July 31, 2024



McCallum Theatre in Palm Desert

MCCALLUM IN COACHELLA VALLEY

- 121 mainstage productions
- 126,687 community members, visitors, students, and educators
- 142 volunteers support the Theatre
- \$9.8M in ticket sales income
- \$19.4M annual operating budget

QUICK FACTS

McCallum Theatre FY 2024

August 1, 2023 - July 31, 2024



Students from McCallum's East Valley Dance Project performing at 2024 Palm Desert Choreography Festival

COMMUNITY SUPPORT FOR THE MCCALLUM

- 16% of ticket sales — Palm Desert residents
- 38.36% — Coachella Valley residents (excl. Palm Desert)
- 44.9% — Visitors from outside the Coachella Valley
- \$10.7M fundraising income
- \$1.9M donated by Palm Desert residents
- \$1.5M in tickets purchased by Palm Desert residents

QUICK FACTS

McCallum Theatre FY 2024

August 1, 2023 - July 31, 2024



EDUCATION PROGRAMS

- 40,000 students, educators, and community members
- 100 schools participate in The Field Trip Series
- In-depth partnerships with 29 public elementary schools across all 3 school districts in the Coachella Valley
- McCallum partners with every public elementary school in Palm Desert:
 - Washington Charter School
 - Ronald Reagan Elementary
 - Abraham Lincoln Elementary
 - James Carter Elementary



Students attending McCallum Theatre programs on-campus and in-theatre

THE CHILDREN OF WILLESDEN LANE

McCallum Theatre
February 2025

February 4-5, 2025, 3000 students and educators from schools across 4 different school districts, private schools, and homeschools in the Coachella Valley to four captivating performances of *The Children of Willesden Lane* by the incredible Mona Golabek. This inspiring one-woman show, featuring some of the world's greatest classical piano music, shared her mother's riveting story of surviving the Holocaust and Nazism during World War II.







FEEDBACK FOR THE CHILDREN OF WILLESDEN LANE

“The students had been reading the book and working with Ms. April, our McCallum Teaching Artist, for a few weeks. She was amazing with our students. They loved the book and found that the show and dramatization with the music really brought it to life for them. *The Children of Willesden Lane* was very valuable for us to explore because it was historical. My students loved the story of survival and real life coming of age struggles.”

- Mary Dolan, 3rd Grade Teacher, Lincoln Elementary, Palm Desert

“I believe that having the McCallum is such an enriching experience for children. I can touch the surface of the arts, but it is not my forte. It takes a team to provide such an in-depth experience that can only come from those who have studied the arts. I was struck by how much they were able to connect with the story through the classes provided by Ms.Holly, our McCallum Teaching Artist.”

Michelle Veliz, 3rd Grade Teacher, Reagan Elementary, Palm Desert

QUICK FACTS

November 9 - 10, 2024



Dancer performs at Palm Desert Choreography Festival

PALM DESERT CHOREOGRAPHY FESTIVAL 2024

- 1 of 4 of Palm Desert's annual festivals
- 103 festival submissions from choreographers around the world
- 20 finalists competed at the Festival
- 1,942 audience members attended
- East Valley Dance Project
 - 157 students from Desert Mirage and Coachella Valley High School auditioned for the ensemble
 - 45 students selected for the Ensemble to participate in the Palm Desert Choreography Festival

EAST VALLEY DANCE PROJECT & PALM DESERT CHOREOGRAPHY FESTIVAL 2022



QUICK FACTS

May 2 & May 3, 2025



Ximena Parra and Maya Munoz of Grupo Folklórico Tonantzin rehearse in the lobby for the 2024 McCallum Theatre Open Call Talent Project

OPEN CALL TALENT PROJECT 2025

- Community engagement project that nurtures local talent
- 163 community members auditioned
 - 90 will participate in the production this May
 - Ages 10 - 79 will be performing
- In 2024:
 - 2,325 community members attended
 - \$67,100 in ticket sales
 - \$218,093 in sponsorships

MCCALLUM THEATRE IN PALM DESERT CLASSROOMS



Allan Lehmann, Principal
Washington Charter School



McCALLUM
THEATRE

THANK YOU FOR LISTENING!