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Garden Theatre

ANNUAL REPORT 2023



The Garden Theatre is Princeton's original cinema. Built in 1920, today it stands as an independent, nonprofit cultural institution. From our corner on historic Nassau Street, our community cinema aims to preserve the traditional theater experience while nurturing entertainment, exploration, and engagement.

Diverse and thoughtful programming brings the most interesting and noteworthy films to Princeton – from independent and international features to documentaries and classics.

Celebrated filmmakers from all over the world come to the Garden, where they share and discuss their work with members and patrons.

These offerings are possible because of the invaluable and enduring support of members and donors. Thank you to everyone who has supported the theater and made these cinema dreams possible.



2023 Quick Facts

50,063 tickets sold

3,195 active members

212 films screened

140 repertory and special films

1,769 lbs. of popcorn served

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OPPENHEIMER!

Our July 2023 premiere of "Oppenheimer" brought together community leaders and luminaries to be among the first to see this locally prominent blockbuster.



A Message from the Garden



The Garden is more than just a place to see a movie.

As you will see in the pages of this report, the theater is a community hub that celebrates the cinema as a place to connect, inspire, educate, escape, amaze, and entertain.

A prime example of this is *Oppenheimer*, our biggest film of 2023 — and the talk of Princeton. While Nolan's opus was an awe-inspiring, cerebral blockbuster (which would then go on to win seven Academy Awards), it also had deep local connections.

We were proud to be able to offer events to highlight these Princeton-specific relationships. From our sold-out opening night premiere, to partnerships with local organizations like the Historical Society, we were able to do the thing we love most at the theater: engage our community.

Thank you for your support and allowing us to be Princeton's community cinema.



Chris Collier
Executive Director



Jim McKinney
President, Board of Trustees

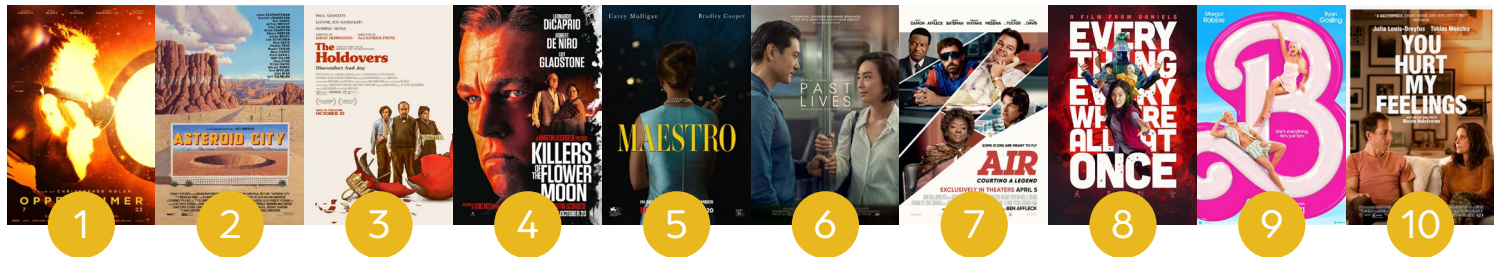


72 Main Films



2023 was a superb year for cinema and the Garden, with *Oppenheimer* becoming our highest-grossing movie ever. Here are the top 10 best-performing films from this year, with the full list of 2023's main attractions listed at the bottom.

TOP TEN MAIN FILMS OF 2023



ALL FILMS · A Compassionate Spy · A Man Called Otto · Aftersun · **7 Air** · All Quiet on the Western Front · All the Beauty and the Bloodshed · Anatomy of a Fall · **2 Asteroid City** · Babylon · The Banshees of Inisherin · **9 Barbie** · Beau is Afraid · BlackBerry · Bottoms · The Boy and the Heron · The Boys in the Boat · Broker · Carol King: Live in Central Park · CatVideoFest · Chevalier · Corsage · Dream Scenario · Dumb Money · Elvis · Emily · EO · **8 Everything Everywhere All at Once** · The Fabelmans · Hilma · **3 The Holdovers** · It Ain't Over · Joan Baez: I Am a Noise · Joyce Carol Oates: A Body in Service of the Mind · **4 Killers of the Flower Moon** · Little Richard: I Am Everything · Living · The Lost King · Lynch/Oz · **5 Maestro** · Master Gardener · Menu · Monica · New York International Children's Film Festival · Nyad · **1 Oppenheimer** · Oscar Nominated Short Films · **6 Past Lives** · Polite Society · Poor Things · Priscilla · The Quiet Girl · Return to Seoul · Shortcomings · Showing Up · Stop Making Sense · Strange Way of Life · Suzume · Talk to Me · TAR · Theater Camp · Top Gun: Maverick · Turn Every Page · The Whale · Women Talking · **10 You Hurt My Feelings**



"This was the best event in Princeton in the past 20 years."

A conversation with renowned historian Robert Caro and filmmaker Lizzie Gottlieb following a screening of her film "Turn Every Page," a partnered event with Princeton University's Department of History.





140 Special Programs & Events

Special programming is a huge part of what sets the Princeton Garden Theatre apart. This year, we worked to expand our filmmaker events and educational offerings. These programs have continued to grow through partnerships with both academic departments at Princeton University and community organizations, who recognize the scope of our audience and quality of our venue. We have also provided a space for our audiences to engage in timely social and political conversations affecting communities here and abroad.

TOP TEN SPECIAL PROGRAMS OF 2023



- | | |
|-------------------------|-------------------------|
| 1 Jaws | 6 2001: A Space Odyssey |
| 2 Casablanca | 7 The Big Lebowski |
| 3 Howl's Moving Castle | 8 The Matrix |
| 4 It's a Wonderful Life | 9 My Neighbor Totoro |
| 5 The Godfather Part II | 10 Spirited Away |



Celebrated Italian writer and director Liliana Cavani (left), with Garden Theatre Executive Director Chris Collier, sat with us for a discussion on her 1974 cult film, “The Night Porter.” The event was co-presented by Princeton University’s Department of Italian.



Princeton alum and Academy Award-winning director Elizabeth Chai Vasarhelyi joined us to talk about her new feature, “Nyad,” an event co-presented by the Lewis Center for the Arts.

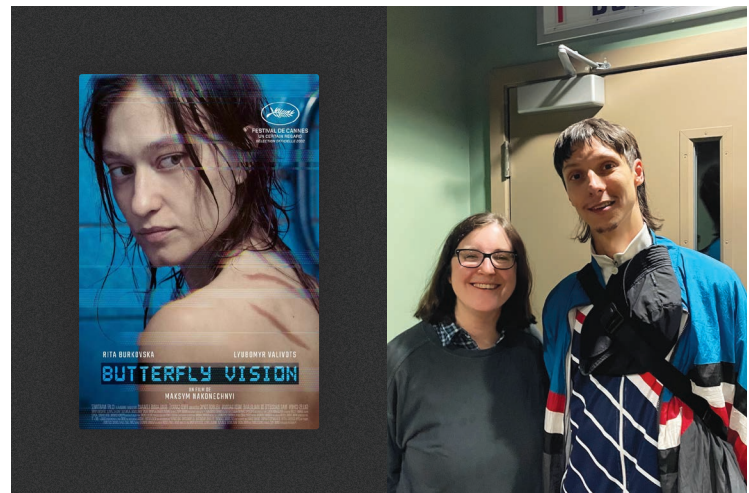
Indian producer, actor, writer, and director Prakash Jha spoke to our audiences about two films “Matto Ki Saikil” and “Raajneeti”. Both co-presented by Princeton’s M.S. Chadha Center for Global India.



The Garden Theatre hosted four screenings with three different Ukrainian filmmakers in conjunction with Princeton University's Slavic Languages and Literatures Department. Pictured above is Professor of Slavic Languages and Literatures Dr. Yuri Leving in conversation with Director Sergei Loznitsa. The Garden hosted screenings with discussions of Loznitsa's two films "My Joy" and "The Kiev Trial".



Director Maryna Er Gorbach (right), with Garden Education Programmer Julia Mahony, at the screening and discussion of her film "Klondike," in conjunction with Princeton University's Slavic Languages and Literatures Dept.



Director Maksym Nakonechnyi (right), with Garden Education Programmer Julia Mahony, at the screening and discussion of his film "Butterfly Vision," in conjunction with Princeton University's Slavic Languages and Literatures Dept.

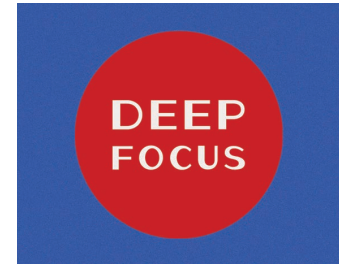
Education



The Garden has sustained a high level of focus on our educational programming – both in the theater and through curated virtual events.

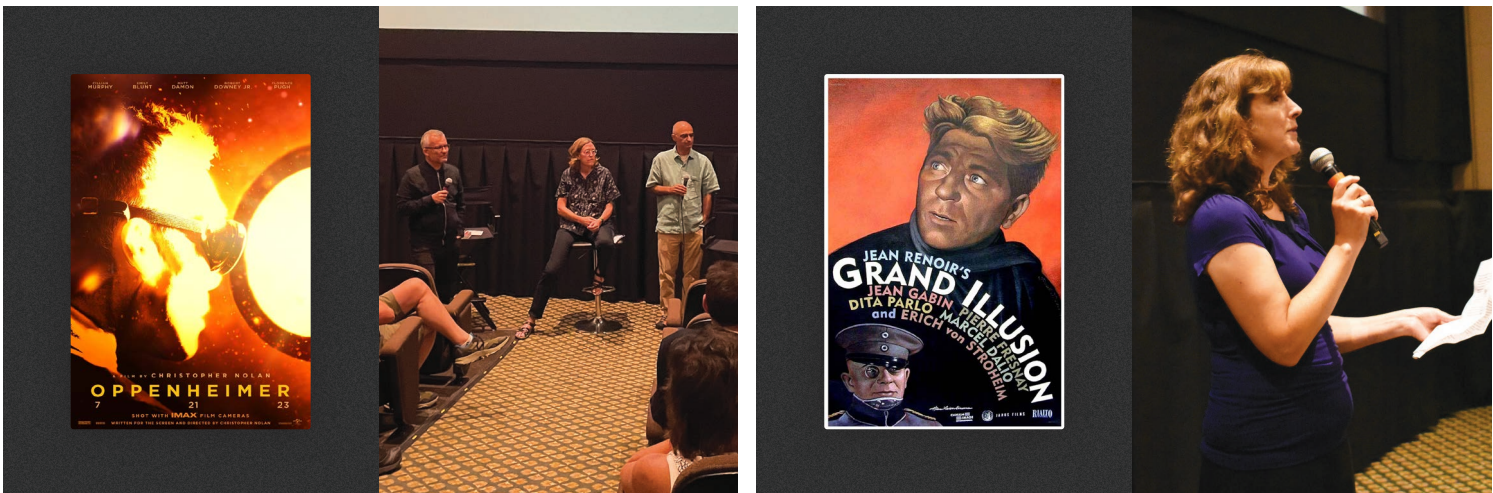
The **Deep Focus Online Seminars** program features acclaimed scholars and critics and filmmakers holding thought-provoking discussions on a variety of films, joined by participants from a broader geographic area than an in-person event would allow. Series include Hollywood Classics, Queer Cinema, and Jazz in Film, with seminar leaders from a variety of backgrounds, such as Hannah Jack, from Turner Classic Movies (pictured top right), and Patricia White, professor at Swarthmore College.

The newly relaunched **Prof Picks** draws on the prolific academic resources of the Princeton region. This series takes place in-theater, with a speaker introduction and post-film discussion. Our professors come from Princeton University and other nearby institutions such as Rutgers (Anthony M. Tobia, MD pictured bottom right) and TCNJ, with expertise in areas ranging from cinema studies to psychology, from music to martial arts.





A discussion following a screening of “Killers of the Flower Moon” with Native Graduate Students at Princeton, the Princeton American Indian and Indigenous Studies Working Group, and the Princeton Public Library. From left to right: Rodrigo Córdova Rosado, Ella Weber, Brandi Bushman of Natives at Princeton, and Princeton Garden Theatre Outreach Director Kyle Stenger.



A Physicists Coalition for Nuclear Threat Reduction and Coalition for Peace Action panel following a screening of “Oppenheimer.” From left to right: Alexander Glaser, Sharon K. Weiner, and Zia Mian.

Eve Mandel of the Princeton Historical Society introducing Jean Renoir’s “La Grande Illusion.” J. Robert Oppenheimer saw this film at the Garden while he ran the Institute for Advanced Study.



J. Robert Oppenheimer saw "Grand Illusion" at the Garden while he ran the Institute for Advanced Study.

Community Partners



The Garden partners with many institutions and organizations throughout the community. These collaborations solidify the bond we share with our Princeton neighbors and have brought exceptional programs and special events to the Garden.

Local Organizations

Academy of Vocal Arts
American Repertory Ballet
Bayard Rustin Center for Social Justice
Bucks County Designer House & Gardens
Bucks County Gilbert & Sullivan Society
Cherry Grove Farm
Concordia Chamber Players
Dear Garden Associates
Doylestown Arts Festival
Experience Princeton
French American School of Princeton
Guild for Early Music
Historical Society of Princeton
Jazam's
McCarter Theatre Center
Mistral

Perna's Plant and Flower Shop
Philadelphia Museum of Art Craft Show
PNC Bank Princeton
Princeton Einstein Museum of Science
Princeton Merchants Association
Princeton Public Library
Princeton Symphony Orchestra
Princeton University Art Museum
Princeton University Concerts
Sustainable Princeton
Terra Momo Restaurant Group
West Windsor Community Farmers' Market
WPRB
WRDV
YWCA

Princeton University

Dept. of History
Dept. of Italian
Dept. of Slavic Languages and Literatures
Dept. of Spanish and Portuguese
Lewis Center for the Arts
Princeton University Art Museum
Princeton University Concerts
Princeton University Library Archives
Research & Collaborative History Program
Princeton University Office of Information Technology

Members & Patrons

What They Say About the Garden

Our customer service received the highest marks in our 2023 Audience Survey, with over 80% of patrons extremely satisfied with our staff.

"Princeton's remarkable treasure."

"Welcoming."

"Our own Cinenma Paradiso."

"Essential."

"One of the best aspects of living in Princeton."

"Educational."

"Makes Princeton better."

"Enlightening"

"Intrinsic to Princeton."

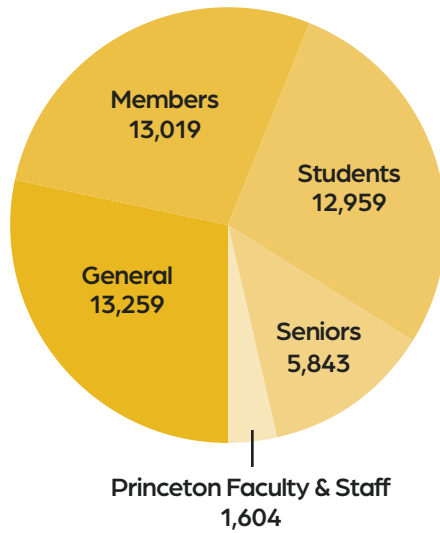
"Cozy."

"The staff is young, friendly, and wild about movies."

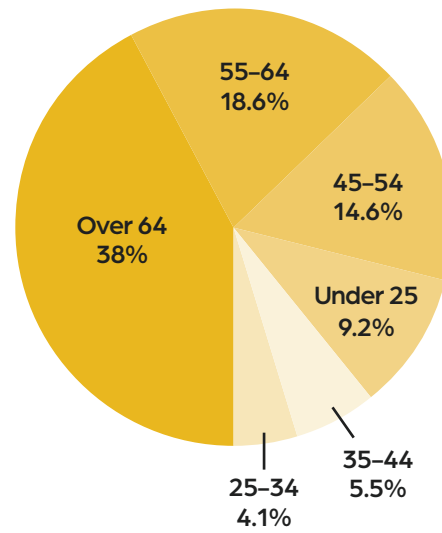




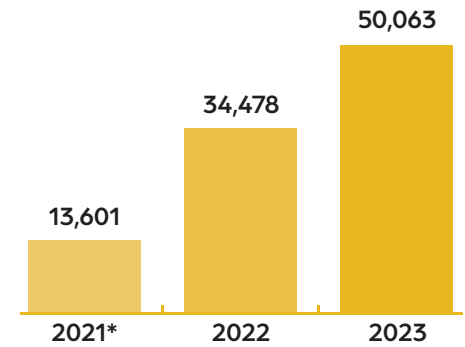
Ticket Types



Patron Age



Post Pandemic Attendance



* only open for half the year due to COVID





Finances



Revenue

Earned Revenue

Box Office	\$420,323
Concessions	179,397
Rentals and Sponsors	133,396
Miscellaneous	3,028
Cash Reserves	79,059
	<hr/>
	\$815,203

Contributed Revenue

Memberships	\$121,630
Contributions and Grants	95,135
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	\$216,765

Total Revenue \$1,031,968

Expenses

Program Expenses

Theater Operation	\$554,905
Film Rental	225,770
Concessions	42,822
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	\$823,497

Supporting Services

Management & General	\$200,754
Fundraising	\$7,717
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	\$208,471

Total Expenses \$1,031,968

Annual Giving



The Garden is grateful for all of our members and donors. The following list recognizes cumulative contributions from 2023 and includes giving through our membership program, grants, and annual donations.

\$10,000+

James & Valerie McKinney
Adelaide Zabriskie

\$5,000 – \$9,999

County of Mercer Cultural
& Heritage Commission
The Andrew & Carol Golden Fund of the
Princeton Area Community Foundation
Dao Mi

\$2,500 – \$4,999

Leigh & Carol Ann Lockwood
Lorraine & Kim Otis
John Toner & Rebecca Bushnell

\$1,000 – \$2,499

Banmarkay Charitable Foundation
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\$500 – \$999

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\$250 – \$499

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\$250 – \$499 (cont.)

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visit PrincetonGarden.org/donors**

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