



LA Fires - Theatre Community Assessment

On January 13, 2025, we sent out a survey and collected data from 41 theatre companies and 3 independent artists and found the following information:

DIRECT IMPACT

2 theatres burned down: Theatre Palisades and Public Display of Altadena

4 additional theatres were damaged:

- Pasadena Playhouse - Wind Damage
- The Group Rep - Wind Damage
- Lineage Performing Arts - Smoke Damage
- Boston Court - Smoke Damage

At least 10 theatres reported having to cancel shows:

- Ticket purchasing came to a “grinding halt”
- 3 other shows are considering cancelling previews due to delays in rehearsal

Out of 41 companies that responded, 16 of them mentioned team members that lost their home, with 33 people in total having lost homes.

SHORT-TERM AND LONG-TERM CHALLENGES IDENTIFIED

What does our community need right now?

- Financial assistance with lost wages from cancelled performances/classes
- Emergency funds focused on families directly impacted
- Financial support to repair damaged buildings
- Resources to support individuals
- Information on how to help others

What are the top 2 short-term challenges?

- Lost revenue from cancelled shows/classes (19)
- Audience retention/recruitment in changing communities (4)
- Fundraising and impact on long-term financials of current donors/ticket buyers (5)
- Rehearsal delays/future show impact (4)
- Staff bandwidth as we navigate another crisis (2)

What is the most concerning long-term challenge?

- Long-term financial impact on fundraising and ticket sales (5)
 - “The likelihood of diversion of even more arts funding locally, state-wide and even nationally towards supporting communities in other ways.” (3)
- Lack of returning subscribers/audience members (12)

“Just like during the Covid crises where small theater received relief funding, I feel we'll need similar support from the City and State for the negative impact of the LA wildfires.”