

Gesa POWER HOUSE THEATRE

2024
annual report

A Message from our Board President Bethany Siegenthaler: Fifteen years ago, this historic building was transformed into a state-of-the-art theater and performing arts center. Over the years, we have become the place to gather, serving the Walla Walla Valley as a cultural community center. Thank you for celebrating the profound impact the arts have on all of us. Welcome and enjoy the show!

OUR MISSION

To generate a strong, inclusive community through the performing arts.

OUR VISION

To build a sustainable, world-class gathering space for the arts, culture, and education.

at a glance

A brief overview of our financials for the fiscal year of 2024.



- 49% Individuals & Businesses
- 21% Other
- 18% Grants
- 12% Tickets



- 43% Programming
- 41% Overhead
- 10% Admin
- 6% Fundraising

by the facts
uniquely us

Our programs and services were supported with 100% giving from the Board and leadership of the theater.



In 2024, we...

- Hosted two community events that were free and open to the public, engaging with local veterans and featuring a Native elder speaker
- Welcomed a documentary film crew to feature our theater and we served as a filming location for a music video

- Engaged with 1,090+ local public school students with field trips to our theater for special arts education performances
- Welcomed more than 230 families to our Little Watts Series of family-friendly shows
- Recycled 1,508 lbs of glass through our partnership with BIG Recyclers