



THE CITY OF NASHUA

Nashua Center for the Arts Board of Trustees

"The Gate City"

To: James Donchess, Mayor & Board of Alderman
From: Rich Lannan, Chair
Date: March 11, 2026

Per O-20-036, the Nashua Center for the Arts Board of Trustees shall present an annual report to the Mayor and Board of Aldermen.

Enclosed please find the 2025 Annual Report. A document outlining the 2025 calendar year of activity at the Nashua Center of the Arts.

If you have any questions please do not hesitate to reach out to me.

Thank you.



**Nashua
Center**
for the **Arts**

BOARD OF TRUSTEES MEETING

FEBRUARY 13, 2026

EXECUTIVE SUMMARY

Dear Trustees,

Thank you for the opportunity to present the 2025 annual report for the Nashua Center for the Arts (NCA). This past year was defined by momentum; we had the pleasure of welcoming a diverse array of new artists to our stage for the first time, while further cementing our bond with returning performers who now consider the NCA a preferred home.

Beyond our marquee performances, 2025 reinforced the NCA's role as a vital hub for community life. We continued to serve as a premier venue for non-profit and educational gatherings, a showcase for the visual arts, and a platform for local talent—most notably during our successful 2nd Anniversary Celebration of the Arts.

In September, we hosted the Nashua Community Arts second annual Arts Ball, “Let’s Sparkle.” While the evening coincided with a moment of tragedy within our community, the event ultimately served as a testament to Nashua's character. It highlighted the profound community ties and resilience that define our city, proving that the arts can offer a necessary space for connection during difficult times.

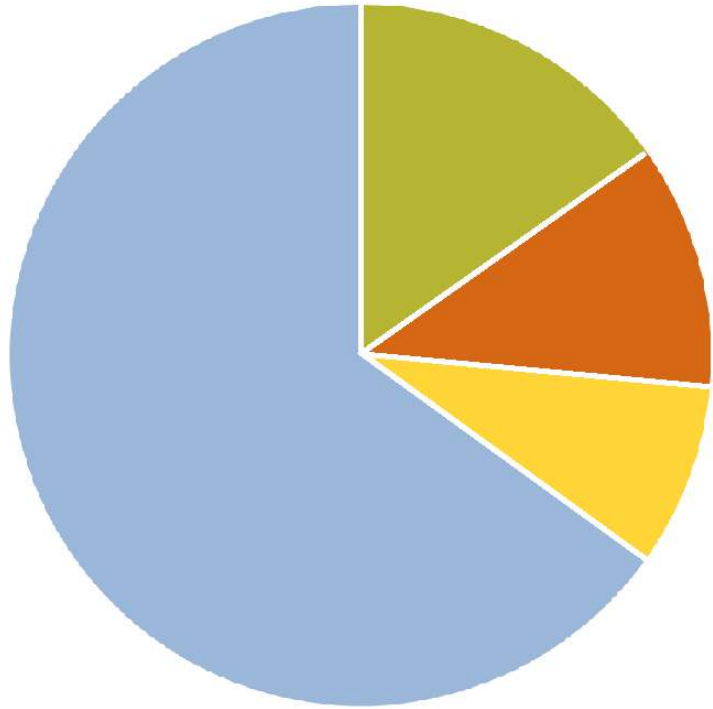
Throughout the year, Spectacle Live and the NCA worked diligently to cultivate new relationships with regional event producers, community leaders, and local organizations. These collaborations did more than just fill the 2025 calendar; they laid the strategic groundwork for several unique initiatives launching in 2026.

The City of Nashua and the Board of Trustees' vision for the NCA continues to be our guiding light as we enter the new year, and we look forward to building on our continued success together.

Respectfully,
Pete Lally
President
Spectacle Live



EVENT BOOKINGS



132 TOTAL EVENTS
COMPARED TO 141 IN 2024

86
SPECTACLE LIVE
EVENTS

COMPARED TO 80 IN 2024

20
COMMUNITY
EVENTS

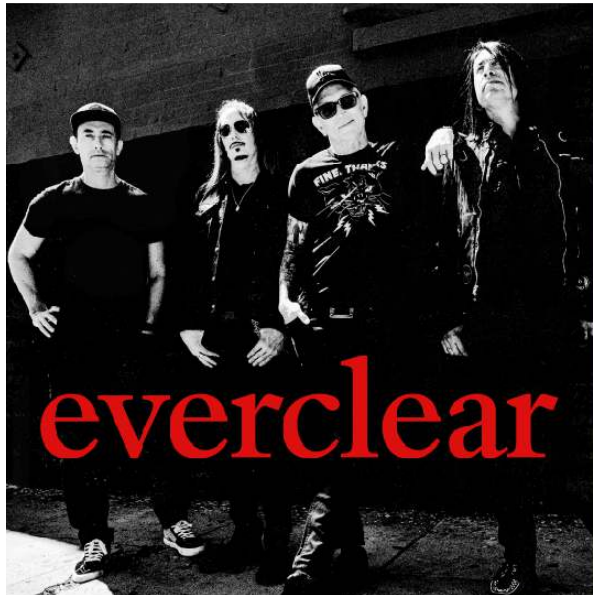
COMPARED TO 16 IN 2024

15
NON-PROFIT
EVENTS

COMPARED TO 20 IN 2024

11
FOR PROFIT
RENTALS

COMPARED TO 21 IN 2024



everclear

JUSTON MCKINNEY



"THE MUST SEE MULTI-MEDIA SHOW OF THE YEAR!"

2025

COMEDY YEAR IN REVIEW

FOUR SHOWS!

DECEMBER 30 AT 7PM | DECEMBER 31 AT 5PM & 8PM

JANUARY 2 AT 7:30PM

nashuacenterforthearts.com



U.S.A TOUR 2025

SPECTACLE
Live

**PROMOTED
EVENTS**

NOTABLE HIGHLIGHTS

JOSS STONE - FEBRUARY 20

EVERCLEAR - MARCH 7

JANE LYNCH - FEBRUARY 20

**JUSTON MCKINNEY - DECEMBER 30 & 31,
JANUARY 2**



A Swingin' Little Christmas!
LIVE in CONCERT!

Starring
Jane Lynch featuring
Kate Flannery • Tim Davis
& The Tony Guerrero Quintet

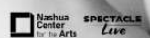
JaneLynchOfficial.com



Less Is More
an evening with
JOSS STONE

FEBRUARY 20

NASHUA CENTER FOR THE ARTS



WWW.JOSSSTONE.COM

COMMUNITY EVENTS

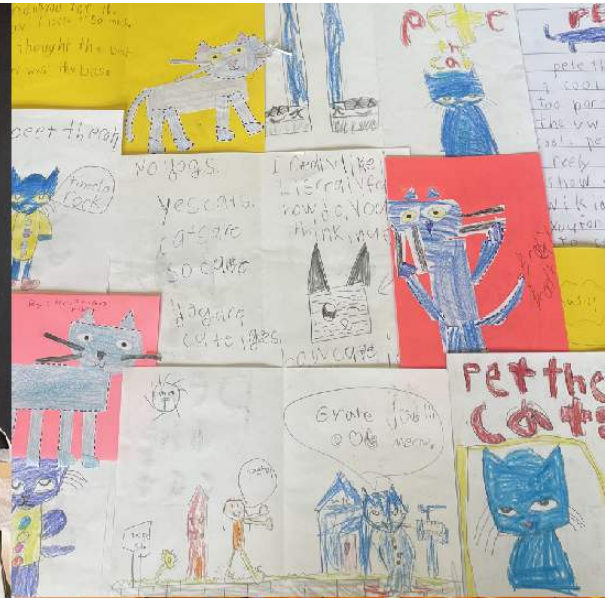
NOTABLE HIGHLIGHTS

PETE THE CAT - APRIL 14

ANNUAL ARTS BALL - SEPTEMBER 20

NASHUA HOLIDAY STROLL - NOVEMBER 29

SANDY CLEARY COMMUNITY ARTS
GALLERY RECEPTION - DECEMBER 9





EVENT MARKETING

SPECTACLE LIVE
INVESTED MORE THAN

\$448,000

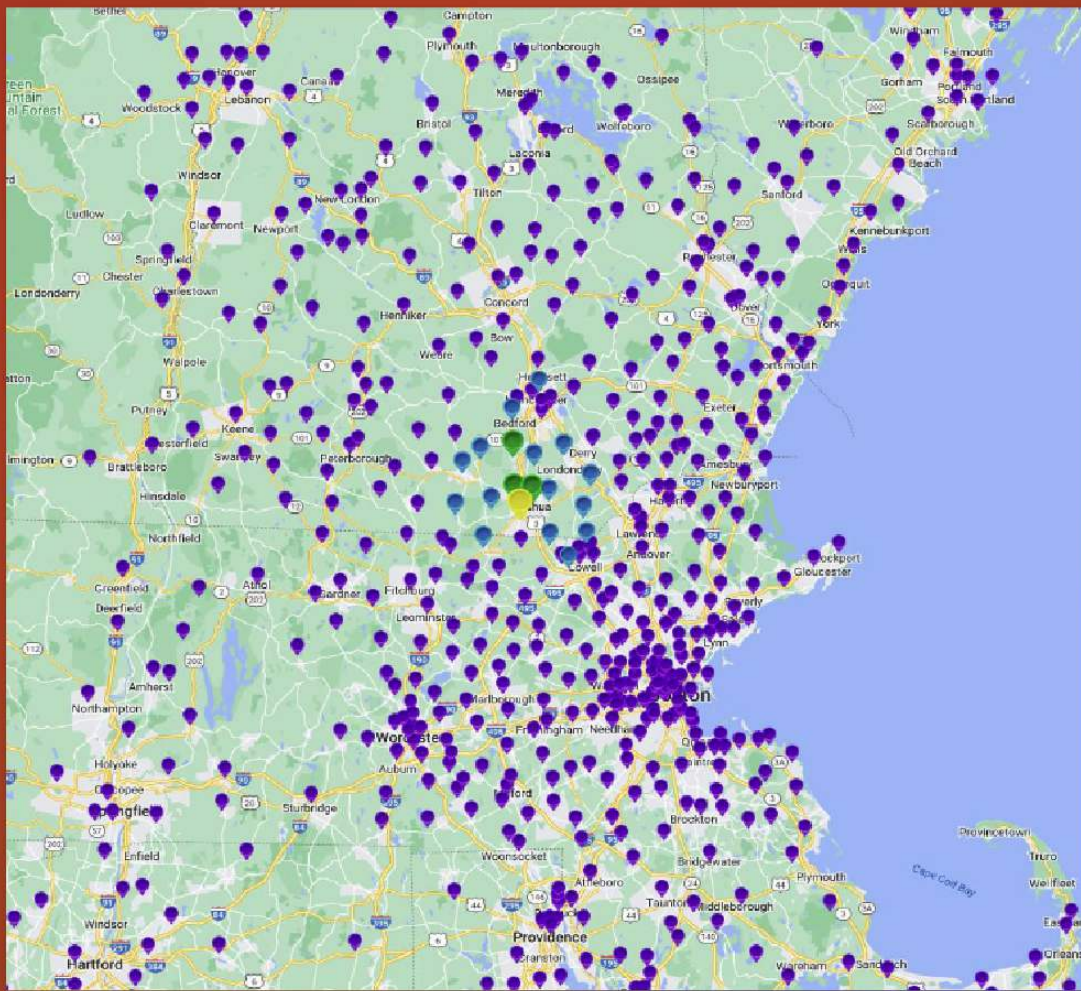
INTO ADVERTISING DIRECTLY RELATED TO
EVENT PROMOTION AT THE NASHUA
CENTER FOR THE ARTS

COMPARED TO \$406,000 IN 2024
AND TO \$250,000 IN 2023



TICKET SALES HEAT MAP

PERCENTAGES OF TOTAL REVENUE



LESS THAN 1%



1% - 5%



5% - 10%



10% - 20%

A background image of a live event stage. Several spotlights are visible, casting beams of light in various colors (yellow, green, blue, red) across the scene. The stage is dark, and the overall atmosphere is vibrant and dynamic. The text is overlaid on this background.

LIVE EVENTS INDUSTRY

TRENDS & CLIMATE

A large crowd of people is gathered in a dimly lit indoor space, possibly a convention hall or arena. The scene is overlaid with a blue and orange gradient. In the center, the text "NCA IMPACT" is written in large, bold, white capital letters, underlined with a yellow horizontal line. An "EXIT" sign is visible in the background above the crowd.

NCA IMPACT



Music Venue Economic Impact Calculator

Regional Population:

- Less than 49,999
- 50,000 to 99,999
- 100,000 to 249,999
- 250,000 to 499,999
- 500,000 to 999,999
- 1,000,000+

Venue Capacity:

- 50-249
- 250-599
- 600-999
- 1,000-1,499
- 1,500-7,500

Annual Patrons:

- Low (25,000 to 39,999 Patrons)
- Medium (40,000 to 59,999 Patrons)
- High (60,000 to 99,999 Patrons)
- Robust (100,000 to 200,000 Patrons)

Regional Economic Impact

\$3,593,761

Jobs Supported

18.7

CATEGORIES OF VENUE IMPACTS

Cultural



- Cultural vibrancy
- Cultural heritage
- Artist development
- Creative collaborations

Economic



- Spending
- Employment
- Tourism
- Urban redevelopment
- Skilled workforce attraction
- Workforce development
- Entrepreneurship
- Business development

Social



- Bridging & bonding
- Diversity
- Social capital
- Community charity
- Safe spaces

INVEST IN VENUES, INVEST IN COMMUNITIES: HOW INDEPENDENT MUSIC VENUES DRIVE ECONOMIC, SOCIAL, AND CULTURAL IMPACTS TO COMMUNITIES
RESEARCHED BY DR. MICHAEL SEMAN, CSU | FUNDED BY BOHEMIAN FOUNDATION, WALTON FAMILY FOUNDATION, GEORGE KAISER FAMILY FOUNDATION



FACILITY

CONDITION & MAINTENANCE

POSITIVES

GOOD AUDIENCE FLOW

PRODUCTION CAPABILITIES

HOSPITALITY AREAS

FLEXIBILITY OF EVENT TYPES

CHALLENGES

FRONT OF HOUSE MIX POSITION

FLOORING (LIGHT COLORS/STAINS)

LOADING DOCK ANGLE

UTILITY COSTS

MINOR WEAR & TEAR

ELEVATOR

**FACILITY
MANAGEMENT**

LOOK-AHEAD

**WEAR & TEAR
MAINTENANCE**

**ENHANCED HVAC
PROGRAMMING**

**LONG-TERM
PLANNING**

A large indoor event, possibly a gala or fundraiser, featuring a stage with a large screen displaying a painting of a figure in a landscape. The audience is seated at round tables with floral centerpieces. The scene is overlaid with a blue-to-yellow gradient and a semi-transparent white text box.

COMMUNITY BENEFITS

BETWEEN JANUARY AND DECEMBER 2025 NASHUA CENTER FOR THE ARTS HOSTED:

20

**COMMUNITY
EVENTS**

COMPARED TO 16 IN 2024
AND 14 IN 2023

15

**NON-PROFIT
EVENTS**

COMPARED TO 20 IN 2024
AND 17 IN 2023

UPCOMING COMMUNITY EVENTS



UNION LEADER
40 UNDER 40

MARCH 2026



2026 ARTS BALL

OCTOBER 2026



2027 LA SANSE

JANUARY 2027

LA SANSE

Nashua

jetBlue
MAIN STAGE SPONSOR





ADVANCEMENT FUND

UPDATE

ADVANCEMENT FUND

2023: \$23,308.91

2024: \$70,767.69

\$45,767.69 + \$25,000 ARTS BALL INCOME

2025: \$75,557.36

\$50,557.36+ \$25,000 ARTS BALL INCOME

ADVANCEMENT FUND

TOTAL: 169,633.96

2026 INITIATIVES

NASHUA
CENTER

MAIN STREET

W. PEARL ST

Main St
W. Pearl St

2026

INITIATIVE 1

**REBOUND RENTAL
EVENT VOLUME**

INITIATIVE 2

**MORE CREATIVE
SOURCING OF EVENTS**

INITIATIVE 3

**ADDITIONAL SPACE
ACTIVATIONS**

INITIATIVE 4

**EXPANSION OF
MARKETING TOOLS**

<u>PERIOD: 1/1/25 thru 3/31/25</u>				
	Total	Less 8% Tax	Net	10% Due
Food and Beverage Sales	\$ 103,784.43	\$ 7,687.74	\$ 96,096.69	\$ 9,609.67
Sponsorships	\$ 17,000.00	N/A	\$ 17,000.00	\$ 1,700.00
			Total Rev Share Due	\$ 11,309.67
"Check Out" Donations (10/1/24 - 12/31/24)				\$ 1,164.00
			Total Donations Due	\$ 1,164.00
	Total	Less Product Cost	Net	50% Due
Merchandise Sales (Thru 12/31/25)	\$ -	\$ -	\$ -	\$ -
			Grand Total Due	\$ 12,473.67
Date Paid	5/9/2025			
Check Number	11186			

<u>PERIOD: 4/1/25 thru 6/30/25</u>				
	Total	Less 8% Tax	Net	10% Due
Food and Beverage Sales	\$ 87,973.40	\$ 6,516.55	\$ 81,456.85	\$ 8,145.69
Sponsorships	\$ 21,750.00	N/A	\$ 21,750.00	\$ 2,175.00
			Total Rev Share Due	\$ 10,320.69
"Check Out" Donations (10/1/24 - 12/31/24)				\$ 975.50
			Total Donations Due	\$ 975.50
	Total	Less Product Cost	Net	50% Due
Merchandise Sales (Thru 12/31/25)	\$ 116.00	\$ 37.72	\$ 78.28	\$ 39.14
			Grand Total Due	\$ 11,335.33
Date Paid	8/8/2025			
Check Number	11124			

<u>PERIOD: 7/1/25 - 9/30/25</u>				
	Total	Less 8% Tax	Net	10% Due
Food and Beverage Sales	\$ 54,052.79	\$ 4,003.91	\$ 50,048.88	\$ 5,004.89
Sponsorships	\$ 54,600.00	N/A	\$ 54,600.00	\$ 5,460.00
			Total Rev Share Due	\$ 10,464.89
"Check Out" Donations				\$ 945.09
			Total Donations Due	\$ 945.09
	Total	Less Product Cost	Net	50% Due
Merchandise Sales	\$ -	\$ -	\$ -	\$ -
			Grand Total Due	\$ 11,409.98
Date Paid	11/14/2025			
Check Number	12159			

<u>PERIOD: 10/1/25 - 12/31/25</u>				
	Total	Less 8% Tax	Net	10% Due
Food and Beverage Sales	\$ 86,266.53	\$ 6,290.11	\$ 79,976.42	\$ 7,997.64
Sponsorships	\$ 61,900.00	N/A	\$ 61,900.00	\$ 6,190.00
			Total Rev Share Due	\$ 14,177.64
"Check Out" Donations				\$ 1,160.75
			Total Donations Due	\$ 1,160.75
	Total	Less Product Cost	Net	50% Due
Merchandise Sales	\$ -	\$ -	\$ -	\$ -
			Grand Total Due	\$ 15,338.39
Date Paid	2/13/2026			
Check Number	12241			

**EXHIBIT D
ANNUAL COMMUNITY BENEFITS REPORT - TO BE PROVIDED ON OR BEFORE JANUARY 15th OF EACH YEAR**

Community Impacts - Jobs

Full-Time Salaried Positions

	Hours	Actual	Target Year 3	Actual vs. Target
Number of FTE Jobs for year ending 12/31/XXXX: (1)	17,888	8.6 -	4.65	+ 3.95
Number of Positions: (30 Spectacle Live full time positions have some or all of their responsibilities affiliated with the Nashua Center for the Arts.)		8.6 -	8.00	+ .60
Number of Positions accessible to low-income persons:		3 -	-	
Part-time Hourly Jobs				
Part-time Hourly FTE Jobs for year ending 12/31/XXXX: (1)	6807 -	3.27 -	10.10	- 6.83
Number of Positions accessible to low-income persons: (2)		3.27	8.65	- 5.38
Total Jobs				
Total Jobs/FTEs		11.87 -	14.75	- 2.88
Number of Positions accessible to low-income persons: (2)		6.27 -	8.65	2.38
Jobs paying in excess of living wage (\$12.60/hour):		11.87 -	10.15	+ 1.72
Per-cent jobs paying greater than living wage:		100%	69.0%	+31%
Jobs filled by Residents of Low Income Communities (LIC): (3)		4.25 -	0.00	+4.25 -
Per-cent Jobs Filled by Residents of LICs:		49%	60.0%	-11%

Employee Benefits

Indicate benefits provided to full-time salaried employees:

	Number of Employees Receiving Benefits		
	Actual	Target	Actual vs. Target
<input checked="" type="checkbox"/> Health Insurance	8.6 -	4.65	- 3.95
<input checked="" type="checkbox"/> Dental Insurance	8.6 -	4.65	+ 3.95
<input checked="" type="checkbox"/> Vision Insurance	8.6 -	4.65	+ 3.95
<input checked="" type="checkbox"/> Life Insurance	8.6 -	4.65	+ 3.95

Community Impacts - Taxes

Indicate taxes paid by Operator

	Actual Amount	Target	Actual vs. Target
NH Rooms and Meals Tax	\$ 24,958.29	\$ 9,000	+ \$ 15,958.29
NH Unemployment Tax	\$ 2,834-	\$ 2,400	+ \$ 434

Community Services Provided

	Actual	Target Year 3	Actual vs. Target
Total Number of Individuals Served, Year Ending 12/31/xxxx:	58,265-	75,000	16,735
Number of Paid Ticket Holders (subset of above):	49,685-	70,000	20,315
Number of Free/Reduced Tickets:	4,208 -	500	-3,708
Estimated Number of Low Income Individuals Served	1,275 -	1,500	-225
Community Outreach Events:	10-		
Educational Programs	8 -		
Fundraising Events	3 -		
Free/Reduced Price Tickets (see above) for	4268		
Community Organizations	10-		
Other	-		
TOTAL:	4239		

Other Impacts

Please comment on any other significant impacts on the community.

The Nashua Center for the Arts has had a significant impact on the community from an economic impact standpoint, particularly as it concerns downtown restaurants, retail, and parking. Restaurants report having a significant increase in business that is directly related to events at the center. This results not only in increased revenue for the restaurants, but also an increase in staffing levels, tips paid to servers, meals tax revenues, and other related impacts.

In 2025, the City of Nashua also reorganized and raised parking rates in city operated garages, lots, and streets. The biggest difference coming on nights and weekends. Nashua Center for the Arts largely operates on nights/weekends and drives significant parking activity with patrons, employees, and artists. This help contribute significant funding increases to the City of Nashua.

As members of the National Independent Venue Association, Spectacle Live has access to NIVA's economic impact calculator which was created in conjunction with Colorado State University Arts Management. This calculator estimates Nashua Center for the Arts had an impact of \$ 3.5 million and supported 31.5 jobs. [www.nivassoc.org/economic-impact]

NOTES:

- (1). FTE jobs = total hours/2,080.
- (2). These are jobs that are available to individuals with a high school education or less or otherwise considered low-income accessible.
- (3). Low Income communities are those census tracts eligible for New Markets Tax Credit program. These data can be geo-coded based on employee addresses as follows:
 - a. List all personnel by hours paid and residence.
 - b. Geo-code address for all employees using: www.novoco.com/resource-centers/new-markets-tax-credits/data-tools/nmtc-mapping-tool
 - c. Aggregate total hours of employee residents of LICs.
 - d. Divide total hours in c by 2,080 = FTEs residing in LICs