



FOR IMMEDIATE RELEASE

Atlanta's iconic Fox Theatre and Southface Institute team up to fortify sustainability efforts at the historic arts venue

Southface's BIT Building program to improve resource performance of 90-year-old entertainment mecca

ATLANTA, GA (July 29, 2019) – Southface Institute and Atlanta's historic Fox Theatre have once again partnered to further strengthen the Atlanta arts venue's sustainability efforts, save on its operating costs and make the theater an example of resource-efficiency for older buildings. By implementing Southface's BIT Building program, which guides building managers and operators of any building type (with the exception of single family) through 16 BIT Practices, the Fox Theatre's operations team will identify and implement changes to make the building even higher performing.

"In addition to the theater's presence as an artistic hub, we have a robust history of commitment to sustainability and building efficiency in our previous work with Southface," said Scott Christopher, director of operations for the Fox Theatre. "In 2011, we joined the Atlanta Better Buildings Challenge, in 2012, the Midtown Greenprints program and in 2014, Southface worked for us through Grants to Green. When we heard about BIT Building, we recognized it as an opportunity to further raise the bar."

BIT Building's Best Practices include actions like improving water and energy use, improving indoor air quality and reducing waste through data tracking and auditing. As a participant of BIT Building, the Fox Theatre will be supported by a team of experts, and it will join the ranks of other participants who have implemented the practices, such as the Chicago Housing Authority, Google offices in four countries, Atlanta's own Blue Heron Nature Preserve and Atlanta Community ToolBank.

Making the Fox Theatre Even Better

"BIT Building is a perfect fit for our beloved Fox Theatre," said Shane Totten, Director of Education and Research at Southface. "The theater's operations team has facility expertise and is passionate about making progress. BIT Building will give them a sound framework, with tools to holistically improve the building's performance."

There is a lot more activity at a theater than what is seen on stage, and BIT will help the Fox function at its most efficient, whether on low-use weekdays or busy weekends. At the initial BIT Building meeting, the team began defining possible solutions to help the building work smarter and healthier, such as tweaking the automatic flush functions in the bathrooms to reduce water usage and ionizing water, rather than chemically treating it.

The Fox Theatre's past experience with efficiency upgrades, like LED lightbulbs in the iconic 5000-bulb marquee or a replacement chiller in the basement, resulted in a 15% drop in electricity usage and 9% decrease in electric bills between 2009 and 2013.



About BIT Building

With only 12% of U.S. buildings operationally eligible for sustainability certifications such as LEED or Energy Star, BIT Building gives facility operators and managers the opportunity to implement performance improvements to their buildings no matter the year of construction or condition. BIT advisors guide the organization through the best practices, and the organization itself decides which practices to implement first. For more information on BIT Building, visit <https://www.bitbuilding.org/s/>.

About Southface Institute

Southface Institute, a nonprofit 501(c)(3) organization, is a leader in sustainable advocacy, building, planning and operations across the U.S. With a mission to create a healthy and equitably built environment for all, Southface's consulting services, workforce development, research and policy practices are supporting better homes, workplaces and communities. Experts in the fields of resource efficiency, building tech and organizational sustainability since 1978, Southface is committed to building a regenerative economy to meet tomorrow's needs today.

About the Fox Theatre

The Fox Theatre is one of Atlanta's premier venues for live entertainment. Listed as No. 1 non-residency venue worldwide for the decade by Billboard Magazine, the Fox Theatre was most recently named as one of the 2018 "Top Stops Worldwide" by Venues Now magazine and landed in the top three of Pollstar magazine's 2018 Worldwide Ticket Sales. Other notable accolades include nods for 2017 "Theatre of the Year" by the International Entertainment Buyers Association, Rolling Stone magazine's "The Best Big Rooms in America" as part of their "Venues That Rock" series (2013) and the 2011 "Outstanding Historic Theatre of the Year" award by the League of Historic American Theatres. For the past decade, the Fox Theatre has consistently ranked in the top three non-residency theatres in North America for gross ticket sales by industry trade magazines, Pollstar, Billboard and Venues Now. The Fox Theatre has the No. 1 social media presence for any theatre or performing arts center in North America (2,000-5,000 seats) and for any Georgia venue according to the "Social Media Power 100" compiled by Venues Now magazine. With 4,665 seats in the theatre, the Fox hosts 250 performances a year, from rock concerts and Broadway productions to ballets, comedy and movies, attracting 500,000 visitors annually. In addition, the Fox hosts wedding receptions, trade shows, corporate meetings and association functions in its fabulous ballrooms, lounge and outdoor terrace.

As a 501(c)(3) nonprofit arts organization, the Fox Theatre stands today as a fiercely protected landmark and a nationally acclaimed theater and is celebrating its 90th year in 2019. The Fox Theatre proudly acknowledges its partners for their generous support: Coca-Cola, Lexus, Georgian Terrace Hotel, Georgia Natural Gas, Atlanta Beverage-Yuengling, Regions, and Grady Health System. Tickets for all events are available at the Fox Theatre Ticket Office, online at FoxTheatre.org or toll free at 855-285-8499. For group sales information contact the Fox Theatre at 404- 881-2000, or visit the Fox Theatre website at foxtheatre.org. Please stay connected with the Fox Theatre on [Instagram](#), [Twitter](#), [Facebook](#) and by using the hashtag #AtTheFox.

About the Marquee Club Presented by Lexus

The Marquee Club Presented by Lexus is the Fox Theatre's premium membership club. Adjacent to the theatre, the Moroccan and Middle Eastern-style club is 10,000 square feet of interior and exterior space; five stationary bars; three rooftop environments, including the climate-controlled Conservatory, patio



covered Arcade Terrace and the outdoor Rooftop Terrace. Open only during public events at the Fox Theatre, the Marquee Club offers pre-show through post-show access for club guests. Additional amenities include priority pre-sale ticketing notifications, access to private restrooms, concierge guest services and self-parking access to an adjacent lot for some memberships. Single-event access passes for non-members are limited and available on a first come-first serve basis. For more information or to purchase a membership, please call Fox Theatre's Corporate Partnership, Premium Seating Office at 404-881-2127 or visit FoxTheatre.org/MarqueeClub. Share your Marquee Club Presented by Lexus experience on Instagram at [@FoxMarqueeClub](https://www.instagram.com/FoxMarqueeClub) and by using the hashtag #FoxMarqueeClub.

###

CONTACTS:

Emily Proctor
Southface Institute
404.604.3594
www.Southface.org
eproctor@southface.org

Haley Sheram / Alison Wentley
BRAVE Public Relations
404.233.3993
hsheram@emailbrave.com
awentley@emailbrave.com

Photo caption: The Fox Theatre's landmark marquee has 5000 lightbulbs that were replaced with lower-energy LEDs in 2014, resulting in significant energy and utilities savings. The theatre is now seeking additional sustainability measures through Southface's BIT Building program. Photo courtesy of the Fox Theatre.

