



SETTING **THE STAGE**

2018 Annual Report

THE CENTER FOR THE ARTS



Dear Friends,

Every year I reflect on what incredible accomplishment have been made at The Center. I couldn't be more proud to lead the Center's talented board as we help guide The Center during this critically important transition.

Last summer, our emotions were a mix of nostalgia and excitement as we 'closed the doors' of our building to begin the transformation of our main stage theater and gallery. Not only are we modernizing and repairing the building, we are ushering The Center into a new era with a state-of-the-art facility and an unparalleled sound system in the region.

The Center has been at the heart of Grass Valley's revitalization, with new businesses drawn to our vibrant and lively downtown. During our renovation, The Center continues to provide programs, gallery showings and entertainment to ensure arts in our community continue to thrive.

Our Annual Report highlights the activities and accomplishments that have defined 2018 and will also provide a glimpse into the future of The New Center! We will review our accomplishments as well as lessons we have learned during this time of transition. You will see in this report the effort and expense that has been necessary to fulfill our mission and continue to program CenterOnTheGo shows. While this series has not been profitable, they have been impactful and allowed The Center to continue to bring art to the community during our construction.

We cannot thank you, our supporters, enough. You have been there with us through thick and thin with your contributions, your time and your patronage. You continue to be the foundation of our achievements at the Center. YOU ARE renovating the Center, sharing the vision, providing the talent, allowing the community access to the arts.

Thank you for supporting The Center during our journey, together we are making it happen!

With my deepest gratitude and appreciation,



Betsy Swann Brown
President, Board of Directors

How did we do against 2018 goals?

- Hire new ED
- Build and develop new staff
- Raise additional funds for operations
2nd half 2018
- Raise over \$2 million in
Capital Campaign Funds
- Begin creation of new 5-Year
Strategic Plan to be completed
by September 2019
- Start construction





Performing Arts 2018 Summary

Tickets/ Ticket Revenue

- WF: \$465,532
- Center: \$335,329
- Vets: \$47,521
- Combined Center: \$382,850

**Total Ticket Sales:
\$848,382**

Despite closing our main stage in June,
The Center produced 82 performances

- **63 Center shows**
- **15 Center OnTheGo**
- **3 Vets Hall**

Family Fun Day

Held 3 family fun days in 2018, attended by 900 children and their families.

Youth Education & Involvement



Summer Camps

- Partnered with other organizations to offer top quality camps while Center was closed: Curious Forge, NCSA, Gold Country Gymnastics and Elks Lodge
- Record # of youth attending camps: 166
- 16 Camps – 90% sold out
- Introducing 2 new camps in 2019

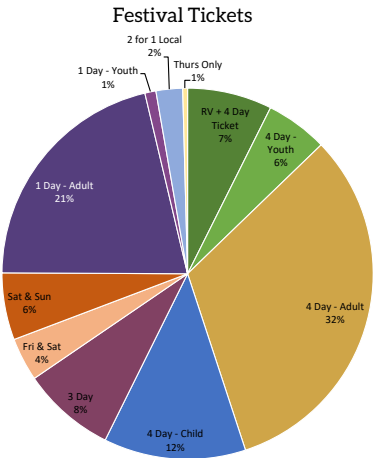
Earned Record Revenue: \$12,000



Outreach & Community Partnerships

By the Numbers

- Email subscribers:
XX,XXX CFTA, 33,126 WF
- Facebook fans:
10,059 CFTA, 9,032 WF
- Instagram followers:
1,315 CFTA, 1,666 WF
- Twitter followers: 1,144
- Direct mail sent: 229 CFTA



Partnerships

- # Free Tickets to nonprofit partners: ??
- # nonprofits having a booth at the Center of Center show: ??
- % new nonprofit partners?

WorldFest

- 40 performers
- 41 workshops
- 7 stages
- 6 continents represented
- 9,820 festival tickets sold





Open Studios

- # artists increased 15%:
81 artists on the tour
- # studios increased 25%:
54 studios & galleries
- Over 200 local artists
& 3,500 works
- Estimate 500 attendees

Gallery Showings

- Center before close:
6 exhibitions
- At Plaza: 6 exhibitions
- Estimated combined
attendees: 2000 patrons
- # different artists
represented increased
by 55%: 230 artists

Huge Visual Arts Increase in 2018

Estimated total
pieces on display:
Gallery: 1500
Open Studios: 3500



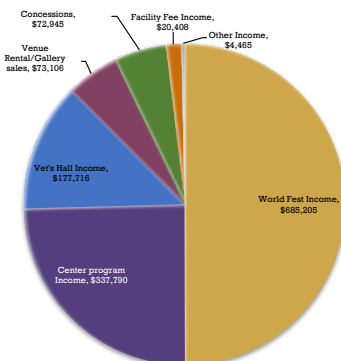
2018 Financial

Contributed Income

Individual Membership	\$199,566
Major Gifts	\$67,877
Business Membership	\$76,550
Special Events	\$98,789
Annual Meeting	\$11,404
Annual Giving	\$24,345
Youth Arts	\$13,605
JB Innovation Fund	\$16,555
Government Grants	\$20,000
Foundations	\$10,000
Total Contributed Income	\$538,412

Earned Income

Other Income	\$4,465
Facility Fee Income	\$20,408
Center Program Income	\$337,790
Vet's Hall Income	\$177,716
World Fest Income	\$685,205
Venue Rental/Gallery Sales	\$73,106
Concessions	\$72,945
Total Earned Income	\$1,371,635



Total Income
\$1,910,047.00



Overview

Expenses

WorldFest	\$653,855
Staff	\$559,239
Center Programs	\$339,795
Vets Hall	\$162,031
Professional Services	\$79,128
Other	\$65,698
Special Events	\$44,053
Depreciation	\$42,000
Mortgage Interest	\$40,781
Loan Closing Costs	\$26,083
Concession & Bar	\$25,424
Banking Fees	\$23,017
Marketing	\$20,930
Insurance	\$20,358
Utilities	\$19,502
Fundraising	\$18,009
Repair & Maintenance	\$8,909
Interest Loan	\$4,948
Moving	\$3,241

Total Expenses \$2,157,001

- Earned Revenue down \$500,000 YOY
- Contributed Income down \$100,000 YOY
- Overall Expenses down



2018 Special Events

Inaugural Gala

'The Hollywood Ball'

raised \$100,000

Stay tuned for news on:

Grand Opening Celebration
20th Anniversary Celebration



Must-See Special Events

2019 Circe De Center Gala

Oct 11, 2019 • Grass Valley Veterans Hall

Specialty Cocktails • Entertainment

Dinner • Auction • Dance Party

Inaugural Wilder Rib Cook-off

May 2020

Wilder Rib Maker Award

Nevada County's Best Beer Award

Wine Maker Extraordinaire Award



Renovation of

Major Milestones

- Discovery phase complete
- Public phase launched
- Next Stage Crew communications out
- Mural Team created: Nancy Nelson, Roseanne Burke & Erin Noel
- Company in Residence with Music in the Mountains
- XX seats sold
- Over \$2,000,000 raised
- Grand Opening planned for mid-November



The Center of the Arts

Capital Campaign Finances

	2016	2017	2018
CC Income (no pledges)	\$133,908.00	\$130,811.14	\$1,092,409.60
Expenses	\$25,000.23	\$132,556.33	\$735,545.21
Remaining	\$108907.77	\$19254.81	\$398064.39





NEXT STAGE CREW

2019 Goals & Milestones

- Launch new 5 yr strategic plan by Sept 2019
- New CFTA brand launch (Nov 2019)
- Raise \$500,000 for operations & contingency refunding by May 1
- Start to build staff for opening (Oct 2019)

How can I help?

Buy a seat

**Make a stretch
Capital Campaign
donation**

**Pay your
pledge early**

**Help at the
Call Center**

**Join the
Next Stage Crew**



2018 Board of Directors

Betsy Swann Brown, President

Rick Bergquist, Vice President

Aaron Rutledge, Secretary

Janice Dunn

Kelly Lapham

Walter Bringman

Nancy Dewey

Huck Ingram

John Lamb

Jon Lee

Martin Polt

James Pyle

Roger Stover

** Thank You Barbara Thomas for your
many years of service!*

2018 Advisory Council

Sherry Bartolucci

Lynn Kerby

Susie Bavo

Ariel Lovett

Jon Blinder

Ken Meyers

Shawn Carnahan

Frank Santos

Janet Cohen

Judy Seabridge

Leo Granucci

Barbara Thomas

Hindi Greenberg

John Volz

David Jones

Ann Wilder

** Thank You Alison Jones-Pomatto
for years of support!*

*Special Thanks to Ed Thomas for
chairing our audit committee*

We are grateful for our 2018 Annual Supporters. Thank you.

Virtuoso \$20,000+

Rick & Lynn Bergquist
BriarPatch Food Co-op
City of Grass Valley
Thomas Cunningham
Nancy & Barney Dewey
EventHelper.com
Gold Miners Inn
Leo & Gayle Granucci
Robert & Carol Hamilton
Lynn & Camille Kerby
Sharon Lane
Mill Street Clothing Company
Thomas & Kathy Mollet
Sierra Nevada Brewing Co.
The Union
Gary & Carolyn Twing

Spotlight \$10,000+

Lance & Linda Amaral
Baird, The Lee & Dunn Group
Dan & Joanne Castles
Michael Colantuono
Dignity Health
Anita & Paul DuPratt
Judith Funk & Jerry Earwood
KVMR
Jon Lee
Howard Levine
Nevada County Broadcasters
James Pyle & Roseanne Burke
Robert W. Baird & Co.
Aaron Rutledge
Judy Seabridge

SmarterBroadband, Inc.
Summer Thyme's Bakery & Deli

Star \$5,000+

Julia Amaral & Mark Strate
Betsy Swann Brown & Cliff Brown
Susie & David Bavo
Sherry Bartolucci
Jon Blinder
Ron & Bobbie Cook
Sandy & Dale Creighton
Barbara DeHart
& Shawn Carnahan
Diego's Restaurant
Janice Dunn
Cathy Eville
Kathy Foster & Sam Johnson
Michael & Alicia Funk
Ellen Gilman
Grass Valley Courtyard Suites
Anna Greco & Michael Pugh
Tacy Hahn
Alison Jones-Pomatto
& Alan Pomatto
Lamb's Victorian Inn
Mike & Jennifer Liszak
Mountain Recreation
Keith & Shirley Porter
Barbara Raymond
Diane Robertson
Sierra Central Credit Union
South Yuba Club
Lisa Swarthout
Tri Counties Bank

Premier \$2,500+

Darlene & John Abt
AJA Video Systems, Inc.
APi-Marketing
Leonard Berardi & Kathleen Butz
Bill Graham Foundation
Len Butz
California Solar Electric Company
Clientworks
Coldwell Banker Grass Roots Realty
Cornerstone Accounting
Marjorie Determan & Ed Rotberg
Laurence & MaryAnne Dulmage
Janice Dunn
Elan Clinic Plastic Surgery
& Medspa
EROCK Associates LLC
Foothill Flowers
Kristina & William Fortier
Steve & Becky Gillespie
Holger Hahn
Huck & Bri Ingram
Kelly Lapham
Tom & Kitsie Larkin
Ali McKeon & Alex Alexander
Luanne McKinnon & Daniel Reeves
Northern California Mortgage Co.
Revive Kombucha
River Valley Community Bank
Georgann Russell
Frank & Vida Santos
Sierra Office Supply and Printing
SPD Markets
Stein Family Foundation
Roger & Jodie Stover
Telestream, Inc.
Barbara & Edward Thomas
Vintage on Main
Waste Management
Ann Wilder

Advocate \$1,000+

Anonymous
Janet Arbuckle
Archer Chiropractic
B&C Ace Home & Garden Center
Solomon Bassoff & Domenica Mot-
tarella
Janice Bedayn
Ben Franklin Crafts & Frames
Brew Bakers Family Cafe
Lucy & Bruce Bottrell
Walter & Charleen Bringman
Rich Bulotti
Coleman & Allison Cassel
Patrick & Katherine Cavanaugh
Chacewater Wines
Cirino's at Main Street
Mike Contino
Susan & Frank Cooney
Elizabeth Coots
Foy & Julie Cox
Craig Johnson Plumbing
Denis Drew
Shari & Pietro Elia
Jason Fouyer
Gary Frankel & Lisa Redfern
Larry & Barbara Friedlander
Dennis & Annette Geare
Mike & Barbara Getz
Gary Glaze & Teri Dougherty
Gold Country Education and Youth
Benefit Foundation
Golden Era Lounge
Lee Good
Hindi Greenberg
Guayaki Yerba Mate
Don & Suzanne Haislet
HBE Rentals
Leo Hoyt
David Jones
Rob Katzenstein

Kathleen & James Kiefer
Jan King Halbern
Rob & Linda Kloessner
LÄRABAR
Jeffrey Leiter
Robert Libutti & Mary Tendall
Marty & Kathleen Lombardi
Beverly Marks
Diane McIntire
William & Patricia Meacham
Ann & Richard Mentzer
Margie & Les Milroy
Marilyn & Tony Mociun
Mountain Peoples Wine Dist Inc.
Nevada City Winery
Bill & Christine Newsom
Steve Nicholson & Mimi Vishoot
David Olsen & Kit Haskell
Outside Inn
Janet Peake
Shannon & Jeff Peline
Jack Peterson
Debbie Plass
Martin & Linda Polt
Scott & Laura Puopolo
Raley's
Susan Rasmussen
Carroll Robinson
Melynda & Steve Ruckels
George & Jeanne Scarmon
Becca & Allan Schultz
Denise & Michael Sheehy
Mike & Nina Snegg
South Pine Cafe
Lisa Swerdlow & Lucia Tertrault
Viv & Mike Tipton
Tofanelli's Restaurant
Noelle Vanoni & Cindy Gaylen
Volz Brothers Automotive
Cheryl Wade
Randy & Adele Warwick

Robert & Carolyn Winters
Robert Wolaver
Kathryn & Marl Wronski
Margaret Zarriello

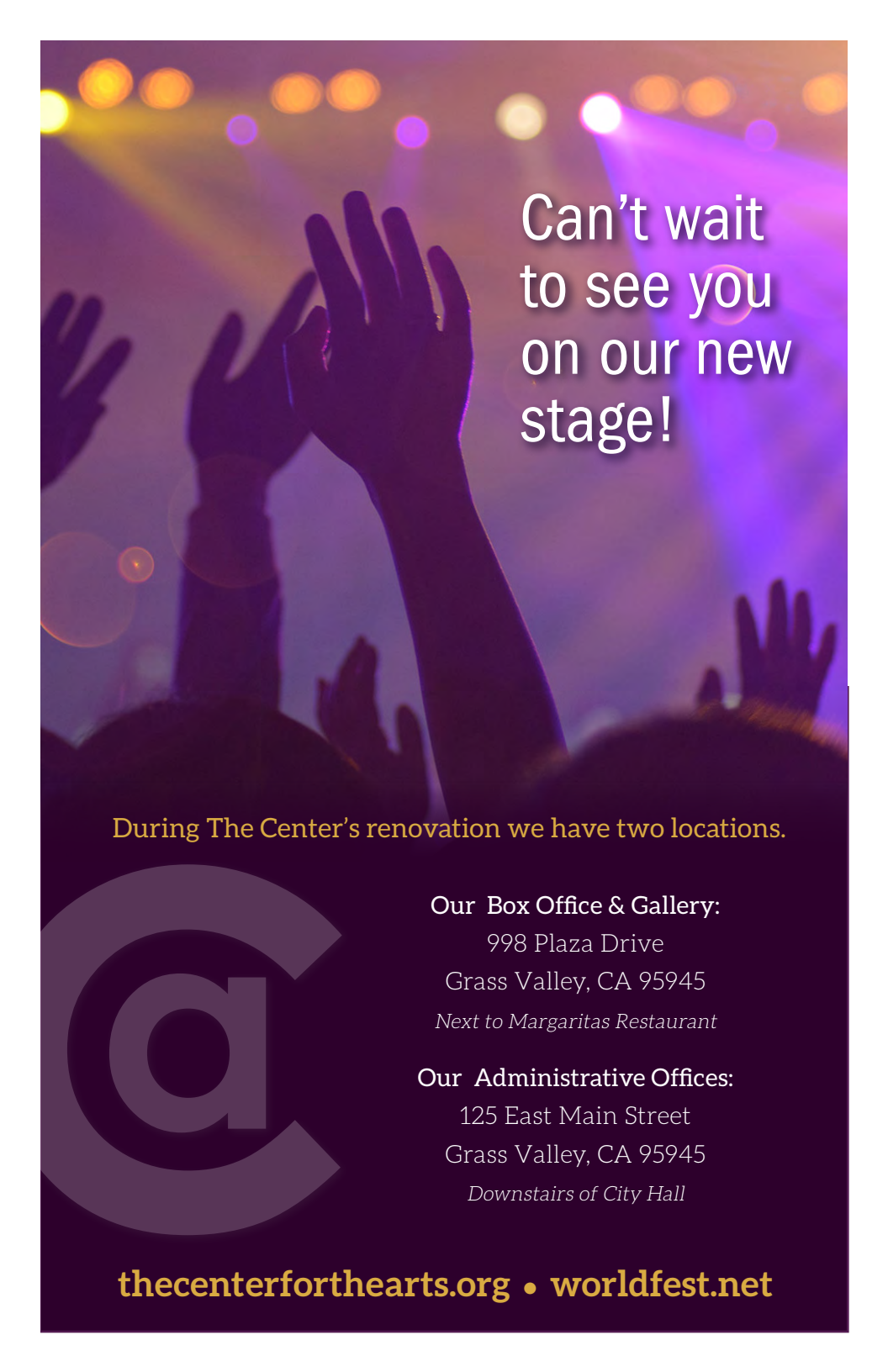
Devotee \$500+

Lee Auerbach & Leah Leddy
Dr. Sean Avera & Cathy Avera
Patty Boudier
Tim & Clarise Brady
Charles & Mary Brock
Steve Castleberry Nita?
Rebecca Coffman
Laurie & Phil Des Jardins
Bob & Mary Devore
Christine Diskin
Albert & Lynne Dover
Marsha Eagle
Brian & Jennifer Evans
Charlene Halby Anthony?
Lotus & Michael Hallenbeck
Harding Custom Builders
Judith & Michael Hill-Weld
Sherrill & Edward Kulp
George Landsburg & Linda Hartman
Erika & Bryan Martel
Jeanine & Willis McNeill
Robert Miller
Jeremy Robinson
Joann Ryan
David Spellman
Jim & Mary Stradinger
Tom & Kate Strolle
Andrew Todd
Mick & Kathy Tuttle
Linda Williams
Kimberly Zwick

Cast \$250+

Audry Agle
Keoni & Peg Allen
Sandy Alves & Caleb Belohlavek
Laura & Buckley Armacher
Susanne Bader
Julie & Richard Baker
Kathryn Barwick & Jon Fox
Roger Blair
Rolando Cantu
Marlies Chalabi
Bill Conway
Terri Cross
Kathryn & Gary Davis
Carol Eder
Charles Faber & Lorraine Gervais
Rob & Suzanne Ferroggiaro
Nancy Fleming & Michael Smiley
Robert Free
Rich & Lisa French
Cynthia & Gene Grapel
Barbara Griffin
Kirstin Jessen-Mather
Kristin Johansen & Jeremy Maher
Warren & Ingrid Knox
Russ Koehler
Karin Lawler
Don Lewis
Susan Luhman
Doug Marr
Laurence Mcwaters
Julie Morse & Mel Marshall
Dawn & Stephen Munkelt
Nancy Nelson
Stacey & Heino Nicolai
Tom Norton
Bill & Paula Ososki
David Painter & Sharon Winegar
Holly Pettitt
Rita Quade
Mark & Debbie Robertson

Celise & Colin Rogers
Roy & Gaynell Rogers
Thomas & Mary Jo Roschak
Alan Rosenbloom & Deborah Pinto
Rena Rubiales
Cheryl Rubin
Carl & Sandy Saccheri
Robert Salladay
Jim Sartori Vicki?
Joyce Schwilke
Stuart Scudder
Michael Shea & Julia Carroll
Kevin & Manette Shuholm
Robert & Rose Shulman
Connie Stone
Fran Thompson
Richard Tortosa Elizabeth?
Michael Vasquez
John Waite & Linda Norman



Can't wait
to see you
on our new
stage!

During The Center's renovation we have two locations.

Our Box Office & Gallery:

998 Plaza Drive

Grass Valley, CA 95945

Next to Margaritas Restaurant

Our Administrative Offices:

125 East Main Street

Grass Valley, CA 95945

Downstairs of City Hall

thecenterforthearts.org • worldfest.net