ANNUAL MEETING 2022
STARTING OFF ON THE RIGHT NOTE
The Center for the Arts 2021 Annual Report
Welcome - Tyson Tucker, Board President

2021 Annual Report presented by Executive Director Amber Jo Manuel

Upcoming 22/23 Season Highlights

-Dinner-

Lisa Swarthout, Vice President and Gala Chair

Paulette Sand-Gilbert, Director The MainStage Playmakers
2021 Highlights

- Highest grossing special event in The Center’s History
- Highest Individual Gift to name the mainstage theater
- Launched 12 Nights of Giving and donated $5,000 to other nonprofit organizations
- Donated $15,910 in venue rentals to 7 nonprofits through our space sharing program
- And **WE OPENED!**
2021 LIVE PERFORMANCES

41 Performances

Attended by 12,356 patrons

$673,000 in ticket sales

1 SOLD OUT performance

4 performances moved outdoors
THE GRANUCCI GALLERY

- 123 Artists in 9 Exhibitions
- 78 Artists in Open Studios with 3 Virtual and 75 In-Person
What does CREATE stand for?

THE CENTER RESOURCE FOR EDUCATION ART THEATER AND EXPLORATION
CREATE
AT THE CENTER FOR THE ARTS

A NIGHT OUT
FOR FAMILIES AND EDUCATORS

THURSDAY, MARCH 31ST, 5:30 - 6:30 PM
THE MARISA FUNK THEATER
2021 FACTS:

- Over 200 Youth Participated
- 25 Classes
- Over $11,000 in Scholarships distributed
WE CREATED...

THE MAIN STAGE
PLAYMAKERS
AT THE CENTER

- Three Productions Annually
- Registration Fees waived for kids in need

Thank you to our sponsor
2021 Marketing and Outreach Highlights

- 9,900+ Facebook Visits (+49%) // 305,000 Facebook Reach (+110%)
- 3,700+ Instagram Visits (+172.8%) // 30,000+ Insta Reach (+372%)
- 650+ New Followers on Facebook (+82%)
- Having the highest post engagement ever for Pink Martini post with 12k+ impressions.
Thank you

The Center for the Arts

These individuals donated to The Center during the pandemic and are the reason our doors never shut.
INTRODUCING “THE SBB”

Caorunn Gin
Fresh Muddled Blueberries
Ginger Simple Syrup
Shaken served over with Ginger Ale

THE SMARTER BROADBAND SIGNATURE COCKTAIL
Contributed Revenue

- **Government Grants**: $466,399 (24.22%)
- **Memberships**: $293,006 (15.21%)
- **Special Events**: $185,718 (9.64%)
- **Annual Donation**: $34,228 (1.78%)

**Capital Campaign**: $899,750 (46.72%)
Expenses

- Programming: $935,701 (48.9%)
- Administration: $796,145 (41.61%)
- Operations: $124,352 (6.50%)
- Facility Improvements: $9,400 (0.05%)
- Other: $57,242 (2.99%)
Membership: 2020 Actual vs. 2021 Actuals

- **Individual**
  - 2020 Projections: $200,000
  - 2020 Actual: $200,000
  - 2021 Actual: $200,000

- **Business**
  - 2020 Projections: $10,000
  - 2020 Actual: $10,000
  - 2021 Actual: $10,000

- **Grants**
  - 2020 Projections: $500,000
  - 2020 Actual: $500,000
  - 2021 Actual: $600,000

- **Annual Giving**
  - 2020 Projections: $50,000
  - 2020 Actual: $50,000
  - 2021 Actual: $50,000
Ticket Sales: 2020 Actual vs. 2021 Actuals

- **CFTA**: 2020 Projections = $1,250,000, 2020 Actual = $250,000, 2021 Actual = $500,000
- **Worldfest**: 2020 Projections = $1,000,000, 2021 Actual = $250,000
BUILDING PROGRAMS FOR THE FUTURE

+ LOW-TO-NO COST STUDENT MATINEES
✓ CHILDREN’S THEATER PROGRAM
+ ARTISTS IN SCHOOLS
✓ SPACE SHARING INITIATIVE
+ ARTISTS IN RESIDENCE
✓ CABARET SERIES
+ SONGWRITING FESTIVAL
+ COUNTRY MUSIC SUMMER SERIES
WE (FINALLY) CELEBRATED THE RIBBON CUTTING ON JUNE 10TH
CALIFORNIA WORLD FEST 25th Anniversary

OLD CROW MEDICINE SHOW
SEUN KUTI & EGYPT 80 • MONSIEUR PERINÉ

BATTLE OF SANTIAGO • BOMBINO • CHA WA • KEALOHA • LA DAME BLANCHE
LA MISA NEGRA • MEKLIT • MARTHA REDBONE • RED BARAAT • VOX SAMBOU
ALBINO MBIE • LYLAL JUNE • NIKI J CRAWFORD • EL DUB • ELECTROPICAL • FULAMUSE • SAMBADÁ
FULA BROTHERS • MAMUSE • ISLAND OF BLACK & WHITE • BRIGHTSIDE BLUE • HONEY OF THE HEART
ELIJAH BADUA • THE GOLD SOULS • RED DIRT RUCKUS • MARIA TAMBIÉN • BANANA SLUG STRING BAND
NEPTUNE • IZZI TOOINSKY • BEAR FOX • BLUE MOUNTAIN TRIBE • DANZA MEXICA/ TOLTECA/ OTOMÍ (AZTEC DANCERS)
THE VELVICKS • KA HALE HULA O PILIALOHAI KALANI O HILO • MANKILLERS & FRIENDS • PHILLIP MOORE
RICHIE LEDREAGLE • SACRAMENTO POW WOW DANCE GROUP • WALAN AMANA

JULY 14-17, 2022 • NEVADA COUNTY FAIRGROUNDS
- IN APPRECIATION -

STAFF
Amber Jo Manuel
Debi Curtis
Eli Bacon
Brynn Farwell
George Jayne
Denise Sheehy
Conrad Sisk
Michael Thompson
Amy Taylor
Athena Aronow
Brenda Jendrusch
Emily Wilson
Hannah Mosby
Jax Singer
Jeff Price Murphy
Jenny Comperda
John Taber
Juniper Lindquist
Katie Austin
Kelly Beach
Mark Gingery
Nicole Klimek
Rachel Singleton
Robin Karlstedt
Scott Steuer
Sierra Lefebre
Skye Molaro
Taylor Person
Teresa Lani

BOARD
Tyson Tucker
Lisa Swarthout
Martin Polt
John Lamb
Betsy Swann Brown
Rick Bergquist
Walter Bringman
Barbara Fitterer
Huck Ingram
John Lamb
Jeff Pettitt
Olivia Pritchard
Jim Pyle
Mark Vieaux

ADVISORY COUNCIL
Julia Amaral
Sherry Bartolucci
Jon Blinder
Lucy Bottrell
Leo Granucci
Hindi Greenberg
David Jones
Lynn Kerby
Janet Lamb
Keith Porter
Frank Santos
Judy Seabridge
Barbara Thomas
John Volz
Ann Wilder
THANK YOU TO OUR EVENT SPONSORS
BON APPÉTIT

DINNER IS SERVED
CELESTIAL
A STELLAR EVENING
ANNUAL GALA
NOVEMBER 12
2022
SUPPORT THE 1ST PRODUCTION

WHAT YOUR GIFT PROVIDES....

$100 Purchase props

$250 Construction of Costumes

$500 Building Materials for Scenery

$1,000 MainStage Playmakers Fall Show Sponsor

THE CENTER FOR THE ARTS

THE EMPEROR’S NEW CLOTHES

Directed by Paulette Gilbert

THE MAIN STAGE PLAYMAKERS
AT THE CENTER
PRESENTS OUR SUMMER PRODUCTION

July 29, 30, 31

THECENTERFORTHEARTS.ORG