

ANNUAL MEETING



STARTING OFF ON THE RIGHT NOTE

The Center for the Arts 2021 Annual Report



ANNUAL MEETING

2022

TONIGHT'S PROGRAM

- 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

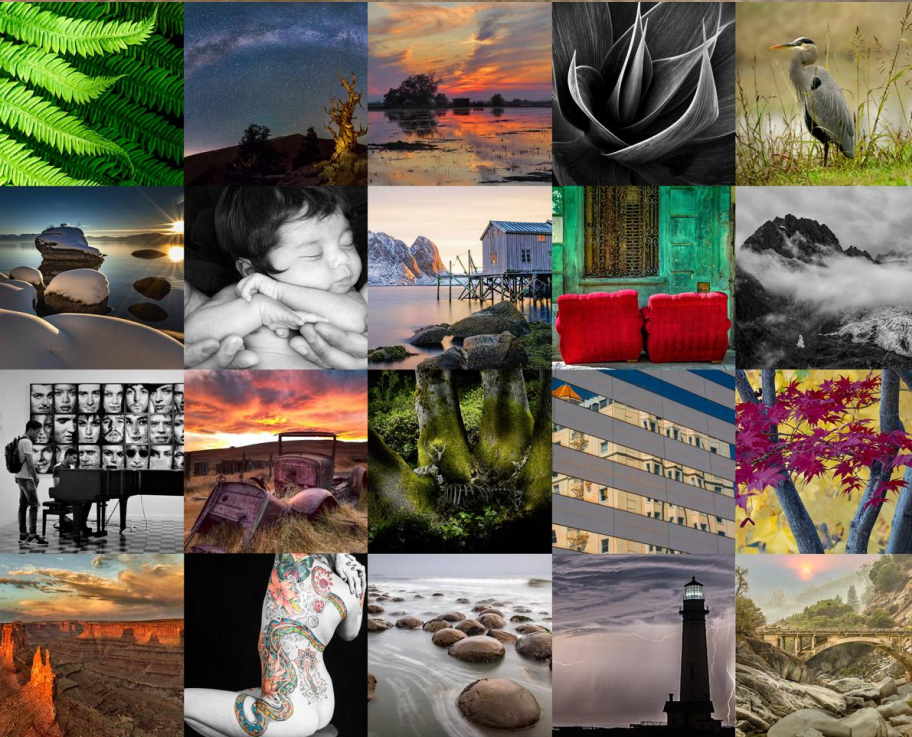
4 performances moved outdoors



THE GRANUCCI GALLERY



THE CENTER
FOR THE ARTS



- **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





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

CREATE

AT THE CENTER FOR THE ARTS

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

event
helper
.com





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.

INTRODUCING “THE SBB”

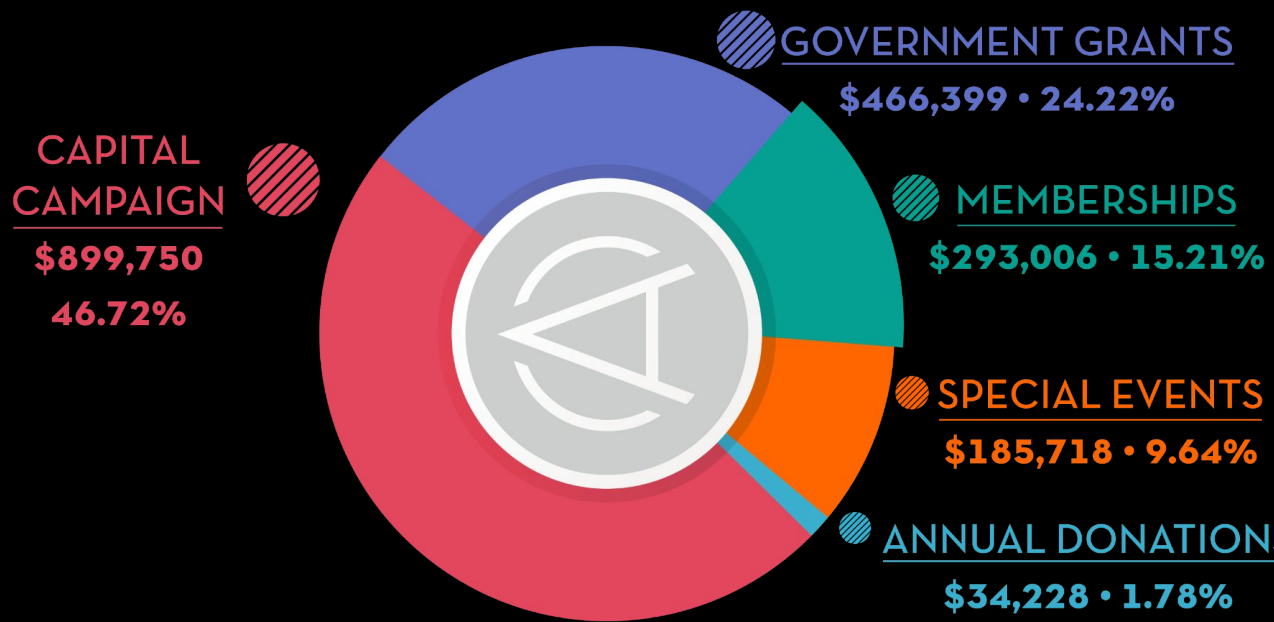


Caorunn Gin
Fresh Muddled Blueberries
Ginger Simple Syrup
Shaken served over with Ginger Ale

**THE SMARTER BROADBAND
SIGNATURE COCKTAIL**

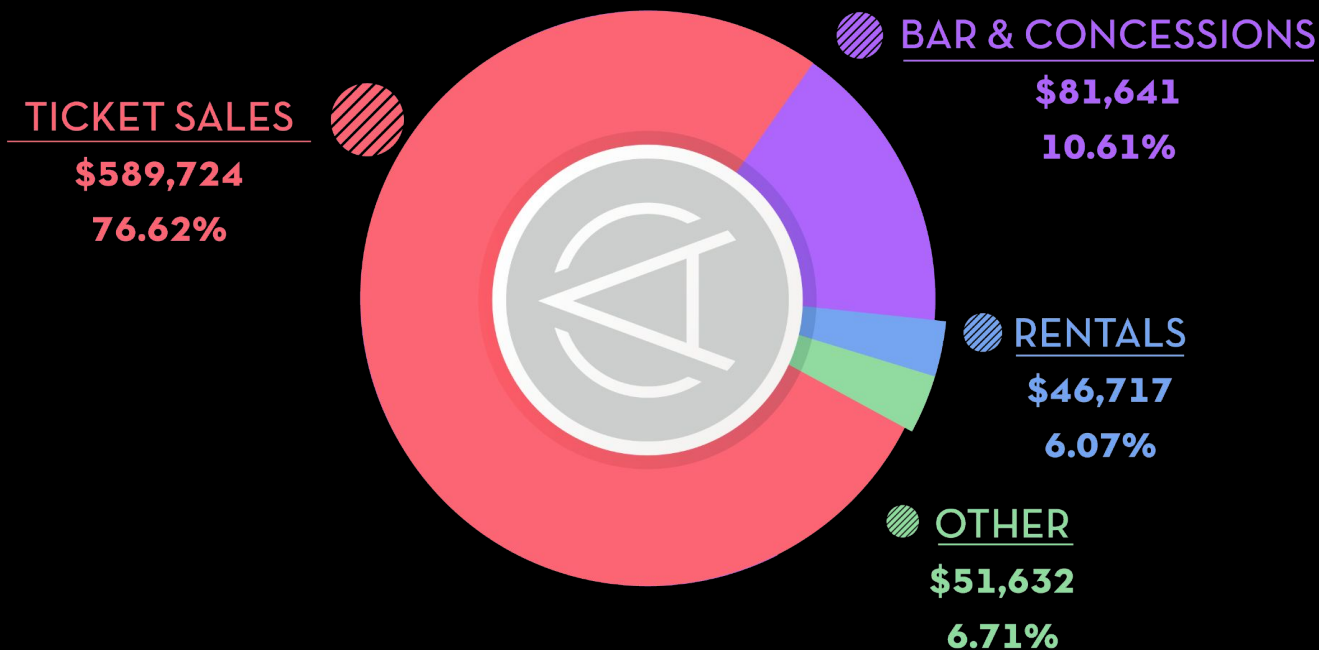


Contributed Revenue





Earned Revenue





Expenses

PROGRAMMING

\$935,701

48.9%



• ADMINISTRATION
• OPERATIONS
• FACILITY
IMPROVEMENTS

\$796,145

41.61%



DEVELOPMENT

\$124,352

6.50%



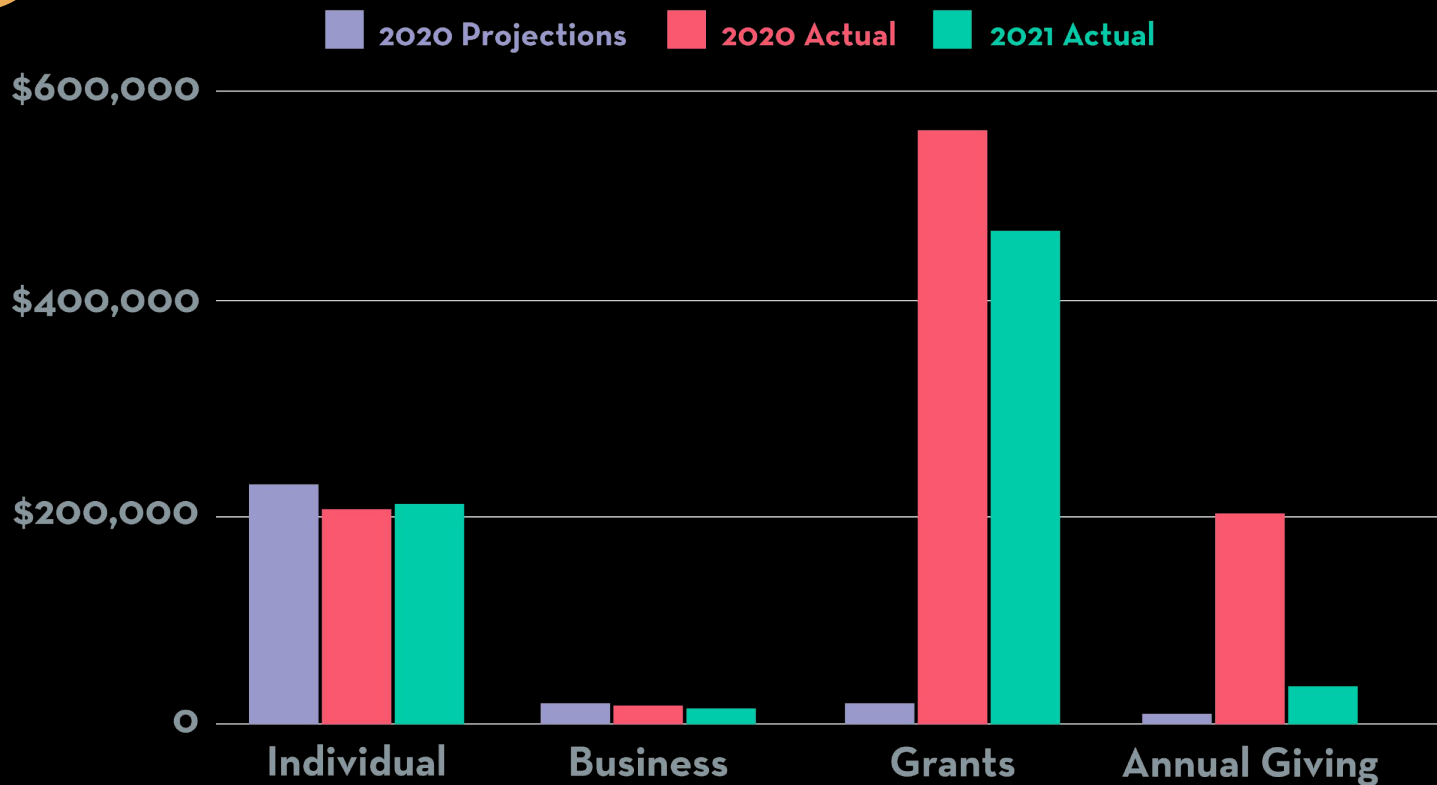
OTHER

\$57,242

2.99%

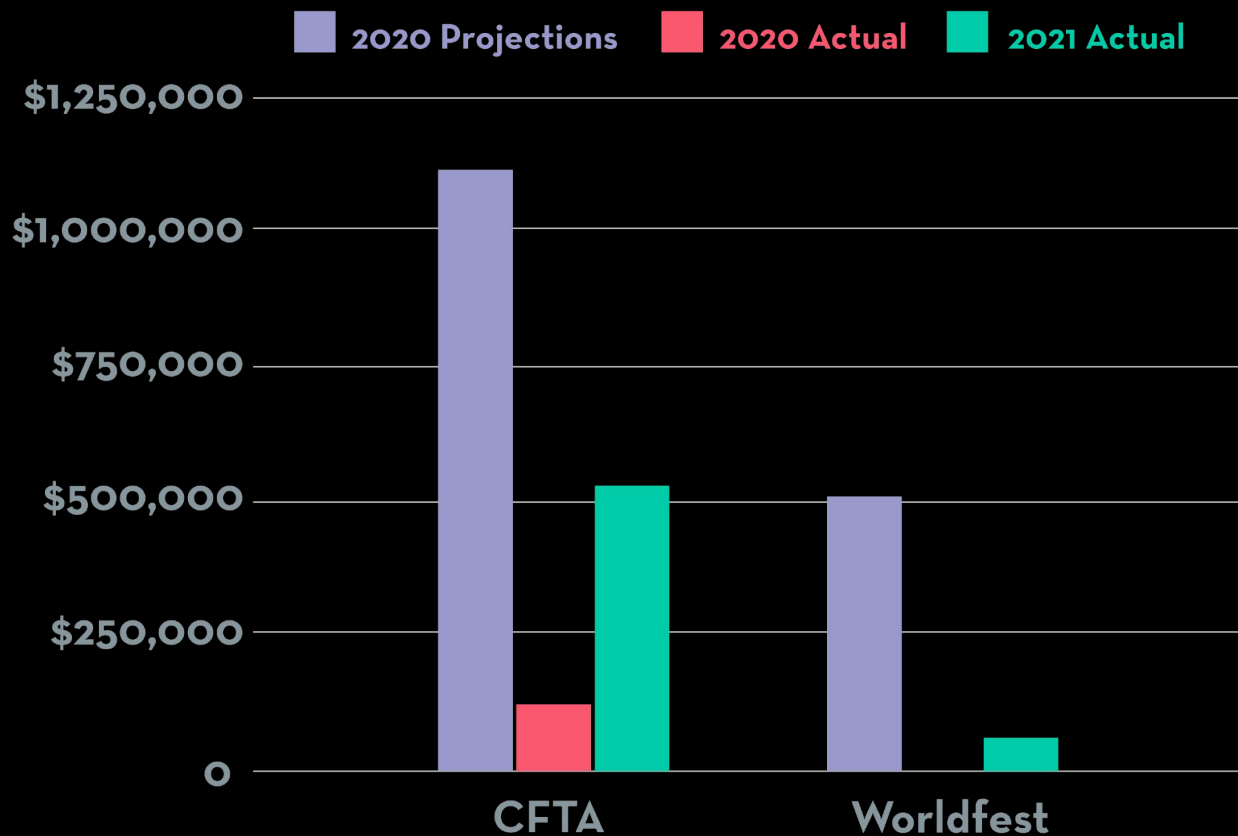


Membership: 2020 Actual vs. 2021 Actuals





Ticket Sales: 2020 Actual vs. 2021 Actuals



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 WorldFest

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 • Lyla 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 PILIALOHAOKALANI O HILO • MANKILLERS & FRIENDS • PHILLIP MOORE
RICHIE LEDREAGLE • SACRAMENTO POW WOW DANCE GROUP • WALAN AMANA

JULY 14-17, 2022

**NEVADA COUNTY
FAIRGROUNDS**



2022 Season
Preview
Only Members get early ticket sales!

- 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 Lefebvre
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



THE CENTER
FOR THE ARTS

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 MAIN STAGE
PLAYMAKERS
AT THE CENTER
PRESENTS OUR
SUMMER PRODUCTION

**July
29, 30, 31**

Directed by Paulette Gilbert

 THECENTERFORTHEARTS.ORG