WELLS FARGO CENTER FOR THE ARTS

ANNUAL REPORT
07.01.2014 – 06.30.2015

Enrich. Educate. Entertain.
Connecting our Community through the Arts

2CELLOS (March 20, 2015)
PHOTO BY STEVE JENNINGS
Letter from Sherry Swayne, Chair of the Board of Directors

On behalf of everyone at the Luther Burbank Memorial Foundation, I’m pleased to share with you the tremendous results of our 2014-15 season – the most successful season in our history!

It was a record-breaking year for ticket sales, donations and sponsorships. June marked the opening of our new outdoor sculpture garden, a significant new addition to the North Bay visual art landscape that is free and accessible to all. If you haven’t visited the sculpture garden yet, I encourage you to take a few minutes out of your day to enjoy the magnificent redwood sculptures by Sonoma County artist Bruce Johnson that comprise our first exhibit.

Beyond that, we continued to deliver our core mission by enriching, educating, and entertaining our community. In the coming pages, you’ll see highlights of last season, and you’ll also learn about some of our programs that you might be less familiar with, like our Professional Development | Tools for Teachers program, which helps educators throughout the North Bay integrate the arts into their teaching of all core subjects, improving comprehension and retention. It is programs like this that enliven our campus all year long, and make a lasting impact on the families of the North Bay.

As I conclude my three-year term as Chair of the Board of Directors, I’d like to thank all my fellow board members, the dedicated staff and volunteers of the Center, and each and every one of our supporters throughout the community that help make this important work possible. We couldn’t do it without you!

Sincerely,

Sherry Swayne | Chair, Board of Directors (2012-2015)
165 PERFORMANCES
attended by 146,452 patrons.
53 sold out performances
including Steve Winwood, Heart, John Oliver, Celtic Woman, Willie Nelson & Family, Dancing with the Stars, Craig Ferguson, Santa Rosa Symphony Pops, Steely Dan & ZZ Top.

Celtic Woman played a sold out concert on December 9, 2014.
18% INCREASE in tickets sold, to the highest level in the organization’s history.

Steely Dan played TWO sold out shows on April 7 & 8, 2015.
28,309 CHILDREN SERVED through our Education Through the Arts programs.
13,571
NO-COST TICKETS

distributed through our Evert Person ArtReach program, helping to make arts and education opportunities accessible to all, regardless of income.
159

HOURS OF TRAINING

provided to 53 educators from Sonoma, Napa, Marin, Lake and Mendocino counties via our Professional Development program.
Allen Toussaint made one of his last appearances on our stage with the Preservation Hall Jazz Band on November 18, 2014.

14% INCREASE in contributed revenues from individual donors and foundations.
$402K was raised for the Center’s Education Through the Arts programs at our 12th annual signature event.

Alan & Susan Seidenfeld were presented the Arts Benefactor of the Year award by Board Member John Whiting (right).
WELCOME

2 NEW

THEATRE COMPANIES TO OUR STAGES:

Transcendence Theatre Company

and

Left Edge Theatre Company

Transcendence Theatre Company presented their first-ever holiday show, “Joy to the World,” at the Center in December 2015.
We welcomed many new rental partners this year, including: Canine Companions for Independence Graduations; Harvest Fair Awards & Gala; Santa Rosa Gem Fair; Sonoma County Hobby Expo; Santa Rosa Symphony Gala; San Francisco Gay Men’s Chorus; Community Action Partnership Business Expo.
367 INSTRUMENTS
placed in 36 different schools through our Music For Schools instrument-lending program.

Elsie Allen High School performs at the annual Music For Schools instrument drive.
“It’s fun, energizing, a great way to learn and touches the heart.”

– Pamell Gallagher, 6th Grade Teacher
Olivet Charter School, Santa Rosa

When funding for her school’s music program dried up during the last recession, 6th grade teacher Pamell Gallagher swung into action.

She felt a great sense of responsibility to bring more of the arts, which she sees as essential to learning, into her classroom. So she began regularly taking our Professional Development: Tools for Teachers workshops.

Bringing the arts into the classroom, Pamell says, “is about connection to self and others as well as self-expression.”

“When you incorporate the arts, expression and creativity into learning, it taps into something kids love about school,” says Pamell. “It’s fun, energizing, a great way to learn and touches the heart. It’s about being human.”
NEW OUTDOOR SCULPTURE GARDEN

Inaugural Exhibit: “Root 101”
By Acclaimed Local Artist
Bruce Johnson

“This is our gift to the community and we look forward to this space becoming a popular destination, inviting people to enter, walk through, or experience as an oasis for relaxation and reflection.”

– Rick Nowlin, President & CEO

The inaugural exhibit in our new sculpture garden is comprised of colossal wood sculptures made from salvaged old growth redwood that artist Bruce Johnson has been working with for 50 years. Three years ago, Johnson acquired 80 tons (four truckloads) of huge salvaged redwood stumps and chunks, some trees over 1,000 years old near a tributary to the Eel River. “There is something primal and archetypal about these huge water washed forms,” observes Johnson. “Within the form of roots and swirl of grain you can see and touch patterns of nature and feel the fractal expression of growth and energy. These materials are the heart of the Wells Fargo Center for the Arts exhibit.”
2014-15 Financial Overview

**Source of Revenue**

- **Programming**: 55%
- **Contributed Revenue for Operations**: 25%
- **Special Contributions**: 10%
- **Rentals/Leases**: 8%
- **Other**: 2%

Total Operating Revenues: $11,074,325

**Expenses**

- **Program Services**: 77%
- **Administration**: 15%
- **Fundraising**: 8%
- **Other**: 2%

Total Operating Expenses: $10,566,236

*Includes non-cash expenses of $720,190 in depreciation and an $8,240 loss from the disposal of property.*
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As of June 30, 2015

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Yarrow Sandahl, Operations Manager

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Evelyn Rice, Accounting Assistant

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John Cain, Associate Director

Operations
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Jeremy French, Production Manager
John Morrison, Maintenance Manager
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Corey Wilkes, Events Supervisor
Peter Ostrom, Production Supervisor
Bethany Moritz, Volunteer Supervisor
Steve Guerrero, Maintenance Worker
Sean Kearns, Maintenance Worker
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Alyssa August, Event Aide
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Morgan D’Amico, Event Aide
Peter McEwen, Event Aide
Noel McKeever, Event Aide
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