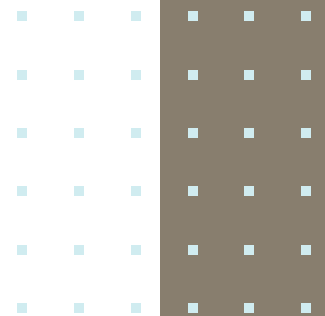




**WELLS FARGO**  
**CENTER FOR**  
**THE ARTS** Annual Report  
July 1, 2012 – June 30, 2013



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



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Drew Neely, Event Aide

## 2012-2013 Annual Report

### Letter from Sherry Swayne, Chair of the Board of Directors

#### Onward and upward.

On the heels of our 30th Anniversary season, the 2012-13 season launched our fourth decade of serving the North Bay community, and also launched the “Bridge to the Future,” a four-phase, \$10 million project that – over the next 3 -5 years – will upgrade our facilities, improve accessibility, allow us to better serve patrons and artists alike, and strengthen our financial foundation.

During 2012-13, we kicked off the “Bridge” by raising \$2.4 million towards the project, and beginning construction on Phase One, a complete renovation of the Ruth Finley Person Theater. Phase One was made possible through the generous support of: The Ernest L. and Ruth W. Finley Foundation, Lytton Rancheria — Lytton Band of Pomo Indians, Alan and Susan Seidenfeld, Mr. and Mrs. Henry Trione, my fellow members of the Board of Directors of the Luther Burbank Memorial Foundation, an anonymous donor, and an in-kind donation from Cokas-Diko Home Furnishings.

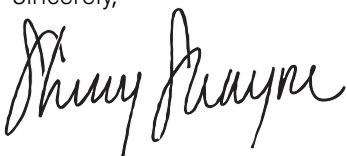
In addition, we also constructed and began operating our new solar array in the north parking lot, making us one of the only performing arts centers in the country to be “powered by the sun!” This project was made possible by longtime supporters Gary and Marcia Nelson, and turned into a collaborative partnership between Nelson Solar Projects LLC, One Sun, and Enphase Energy, and the result is a solar array that can provide up to 90% of the Center’s energy, and will eventually allow us to direct even more of our resources into our core programs.

While these are both very exciting projects, the heart of our work continued as it has for the past 31 years. We continued to serve as the North Bay’s premiere Arts Center by presenting a mix of world-class artists, entertainers, and family programming that served over 100,000 people, including 30,000 children, and working with schools and teachers throughout the area to integrate the arts into school curriculum and discover new ways of teaching and learning. It is for this work that we exist, and it is through this work that we engage with our community and help make the North Bay a strong, vibrant, and healthy community.

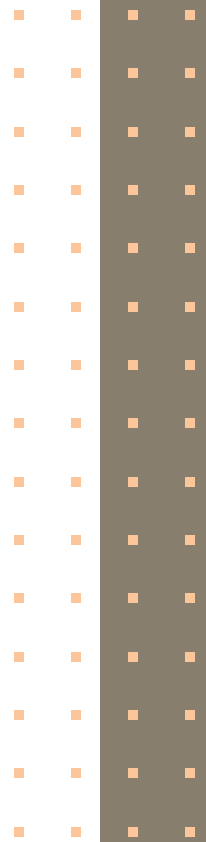
All of this great work is made possible by the hard work and dedication of our board, staff, and volunteers, and through the commitment of our donors, patrons, community partners, educators and sponsors.

On behalf of all of us – thank you.

Sincerely,



Sherry Swayne, 2012-13 Board Chair  
Luther Burbank Memorial Foundation



# 2012 – 2013 Highlights

## Performances, Programs & Events

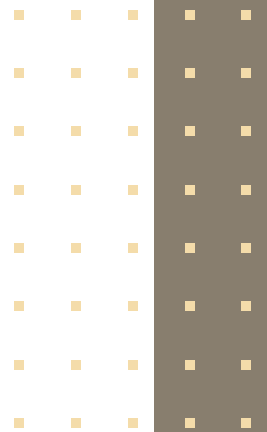
- **123 performances:** 62 Arts, Entertainment, and Family performances; 28 Education performances; and 33 Rental performances.
- **101,514** total patrons served for Arts, Entertainment, Family, Education, and Rental programming.
- **29,865** children served through education and outreach programs.
- **12,407** no-cost tickets, valued at \$68,865, distributed through our ArtReach program, helping to make the Arts and Education programming accessible to all, regardless of income.
- Approximately **3,000** community members attended our 3rd annual Fiesta de Independencia celebration.
- **1,905** patrons attended **11** pre- and post-show discussions, engaging more deeply with the work presented on stage.
- **437** students from **11** schools in Sonoma County served through our Artists in the School programs.
- **328** hours of training provided to **81** teachers in Sonoma, Napa, Marin, Lake, and Mendocino counties via our Professional Development program.
- **322** instruments placed in **35** different schools in Sonoma and Marin counties through the Music For Schools instrument lending program.
- **201** college and high school students served through **6** dance master classes.
- **51** scholarships awarded to **29** different schools totaling **\$6,750** from our Bus Fund transportation assistance program.
- Presented **15** artists for the first time: ZZ Top, 10th Avenue North, Trombone Shorty, Esperanza Spalding, Brandi Carlile, Straight No Chaser, James Carville and Mary Matalin, Anjelah Johnson, Josh Radin & Fine Frenzy, Cesar Milan, Jeff Bridges & the Abiders, Spank! The 50 Shades Musical, and Paquita La Del Barrio.
- **10 sold out** performances: Earth, Wind, and Fire; Cesar Milan; Straight No Chaser; B.B. King; Bill Cosby; Brian Regan; Kathy Griffin; Anjelah Johnson; ZZ Top; The Temptations and the Four Tops.
- Comedian **Kathy Griffin** taped her latest **Bravo TV special** in the Center's Ruth Finley Person Theater, in front of a live audience. This marked the second taping by Griffin, and fifth national TV special overall to be taped at the Center.
- 4th annual **New Song Music Camp** and 2nd annual **Draw It! Paint It! Sculpt It!** Art camp.



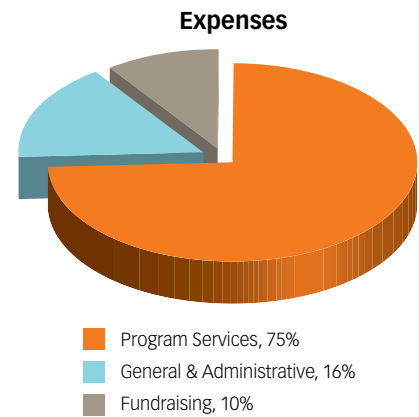
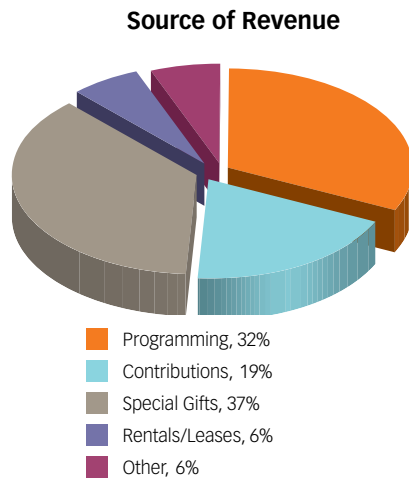


## Financial & Organizational Stewardship

- Announced \$10 million, four-phase **Bridge to the Future** project, aimed at increasing patron and artist accessibility, addressing deferred maintenance, and increasing long-term financial sustainability.
- Raised **\$2.4 million** towards first phase of the Bridge to the Future, and began **13-week renovation** of Ruth Finley Person Theater.
- Completed installation of solar panels in north parking lot, providing up to 90% of the Center's energy, and making the Center one of the only performing arts centers in the nation to be "powered by the sun."
- Increased corporate giving and business advertising revenues by **13%**.
- **Before the Movie/Santa Rosa Entertainment Group** became our newest Corporate Alliance Partner.
- Tenth annual **Art of Dessert** raised a record-breaking **\$310,000** for the Center's Education Through the Arts programs.
- Reduced expenses by 3%.
- Earned a positive opinion and clear findings from Pimenti & Brinker, LLP on 2012-13 audit.



# 2012-2013 Statement of Operating Activities (Audited)



Total Operating Revenues \$11,460,872

Total Operating Expenses \$8,831,834\*

\*Includes non-cash expenses of \$700,820 and \$209,201 for depreciation and the loss from disposal of property, respectively.

**Luther Burbank Memorial Foundation  
dba Wells Fargo Center for the Arts  
Statements of Financial Position**

June 30,	2013	2012
<b>Assets</b>		
<b>Current assets</b>		
Cash and cash equivalents	\$858,867	\$223,716
Accounts receivable	106,687	1,096,922
Pledges receivable	289,477	125,925
Prepaid expenses and other assets	230,045	346,309
Total current assets	1,485,076	1,792,872
<b>Non-current assets</b>		
Long-term pledges receivable	353,100	200,450
Investments	5,201,657	4,710,389
Property, equipment and improvements, net	8,101,809	7,418,817
Total non-current assets	13,656,566	12,329,656
Total assets	\$15,141,642	\$14,122,528
<b>Liabilities and net assets</b>		
<b>Current liabilities</b>		
Accounts payable and accrued expenses	\$876,273	\$350,023
Deferred revenue	1,059,465	1,301,903
Current maturities of long-term debt	11,025	28,915
Rental deposits	56,217	66,251
Total current liabilities	2,002,980	1,747,092
<b>Lease deposits</b>	10,000	10,000
<b>Long-term debt, net of current maturities</b>	9,188	1,875,000
Total liabilities	2,022,168	3,632,092
<b>Net assets</b>		
Unrestricted		
Undesignated	7,216,473	5,410,336
Board designated	3,800,000	3,800,000
Total unrestricted net assets	11,016,473	9,210,336
Temporarily restricted		
Temporarily restricted	1,097,001	274,100
Permanently restricted	1,006,000	1,006,000
Total restricted net assets	2,103,001	1,280,100
Total net assets	13,119,474	10,490,436
Total liabilities and net assets	\$15,141,642	\$14,122,528

**Wells Fargo Center for the Arts gratefully acknowledges the leadership and contributions of the Board of Directors, and the generous support of Members, Donors, Sponsors and Advertisers. We are pleased to recognize these current supporters as of June 2013. \***

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Individuals, corporations, and foundations who have provided generously for the Center.

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