WELLS FARGO CENTER FOR THE ARTS

ANNUAL REPORT

07.01.2013 – 06.30.2014

Enrich. Educate. Entertain.

Connecting our Community through the Arts

WELLS FARGO CENTER FOR THE ARTS

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WELLS FARGO CENTER FOR THE ARTS

Letter from Sherry Swayne, Chair of the Board of Directors

On behalf of everyone at the Luther Burbank Memorial Foundation, I'm pleased to report that the 2013-14 season was one of the most successful in our 33-year history!

We launched our season to great fanfare with the re-opening of the Ruth Finley Person Theater, following a **$3.3 million renovation**, which involved the most extensive changes and upgrades made since the Center opened in 1981. This re-opening marked the completion of the first phase of our "Bridge to the Future" project. The remaining three phases of this project will – over the next 3 – 5 years – continue to upgrade our facilities, improve accessibility, allow us to better serve our patrons and artists, and strengthen our financial foundation.

On August 16, 2013, the renovated Theater re-opened to great community response, and that momentum continued to grow. In the following pages, you'll read about some of the accomplishments of our 2013-14 season, highlighting the work that's formed the core of our mission for the past 32 years – from educating more than 30,000 North Bay children to entertaining more than 130,000 community members to hosting a wealth of community partners and resources on campus each year. You'll also learn a bit more about our programs, and the vital work made possible by our members, donors, and sponsors, as well as the hard work and dedication of board, staff, and volunteers.

Thank you for helping us connect our community through the arts.

Sincerely,

Sherry Swayne | Chair, Board of Directors

135

PERFORMANCES

attended by 131,145 patrons, including sold out performances of Dave Chappelle, *So You Think You Can Dance*, *Posada Navideña*, Jerry Seinfeld, Symphony Pops, and more.

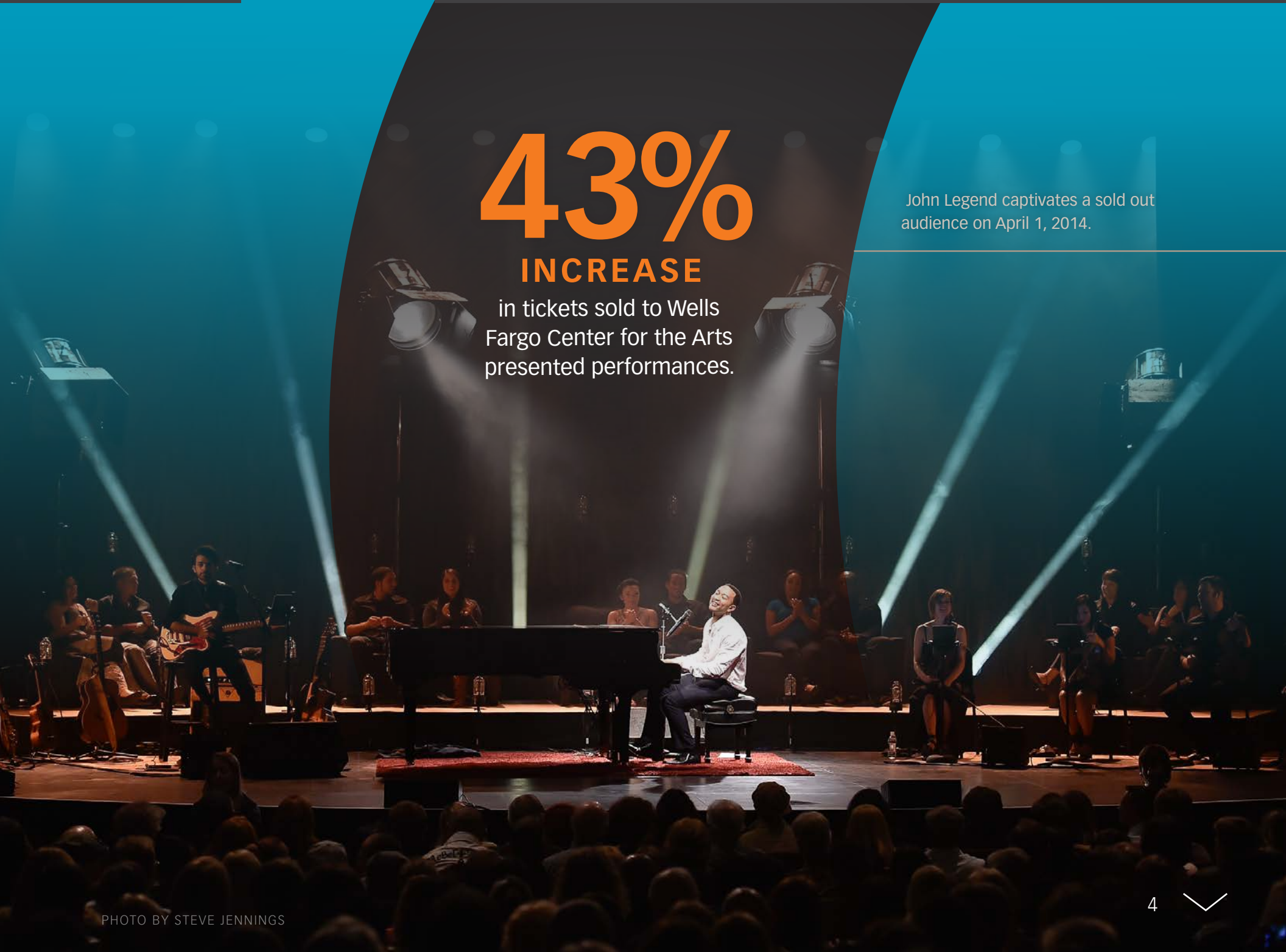
PHOTO BY STEVE JENNINGS

So You Think You Can Dance Live! played to a standing-room only house on November 21, 2013.

43%

INCREASE

in tickets sold to Wells Fargo Center for the Arts presented performances.



John Legend captivates a sold out audience on April 1, 2014.

PHOTO BY STEVE JENNINGS

29,214

CHILDREN SERVED

through our education and outreach programs.

Fifth graders at Gravenstein Elementary School in Sebastopol use iPads to create a stop-motion video as part of "Four Score and Seven Years," a collaboration between our Artists in the Schools program and the Charles M. Schulz Museum.

12,782

NO-COST TICKETS

(valued at $82,041) distributed through our Evert Person ArtReach program, helping to make arts and education opportunities accessible to all, regardless of income.

426

HOURS OF TRAINING

provided to 80 educators in Sonoma, Napa, Marin, Lake, and Mendocino counties via our **Professional Development** program.

328
INSTRUMENTS

placed in 31 different schools in Sonoma, Lake, and Marin counties through our Music For Schools instrument-lending program.

The Elsie Allen High School jazz band at our Music For Schools instrument drive. EAHS music teacher Kyle Thompson estimates that over 80% of their students' instruments come from *Music For Schools*.

$3.3M
RENOVATION

of the **Ruth Finley Person Theater**. It was completed in **13-weeks** and is the most significant upgrade to the Center since it opened in 1981.

Made possible by generous gifts from the Ernest L. and Ruth W. Finley Foundation, Lytton Rancheria – Lytton Band of Pomo Indians, Alan and Susan Seidenfeld, The William and Flora Hewlett Foundation, Mr. and Mrs. Henry Trione, the Board of Directors of the Luther Burbank Memorial Foundation, an anonymous donor, and an in-kind donation from Cokas-Diko Home & Garden.

30%

INCREASE

in contributed revenue for operations from individuals and foundations.

Internationally renowned modern dance company Ailey II performs at the Center on March 5, 2014.

PHOTO BY STEVE JENNINGS

FIRST EVER

FULL SEASON SPONSOR

Lytton Rancheria
Lytton Band of Pomo Indians

RECORD BREAKING

ART OF DESSERT

$371,852 raised for the Center's *Education Through the Arts* programs at our 11th annual signature event.

NEW
RESIDENT COMPANY

Welcomed **North Bay Stage Company** as the Center's newest Resident Company, presenting six productions annually in the East Auditorium and Carston Cabaret.

NORTH BAY STAGE COMPANY

MADE POSSIBLE BY OUR MEMBERS, DONORS, AND SPONSORS

Music For Schools

"Music has made me a better person."

- Luis, Freshman at SRJC

Music has made a huge difference in Luis's life.

"In the past, there were times I wasn't on the right path," he says, "but music has taught me how to be better at everything – from public speaking to leadership." Luis graduated from Elsie Allen High School last spring, and now studies engineering and minor in music at SRJC.

However, without the loan of instruments from ***Music For Schools***, one of our Education Through the Arts programs made possible by our members, donors, and sponsors, he could have missed out on the chance to participate in his school's music program and realize his remarkable potential.

"***Music For Schools*** gives young people the chance to have music in their lives and that can change everything," he says. Luis has plans to one day give back by helping introduce young kids to music and get them started early.

MADE POSSIBLE BY OUR MEMBERS, DONORS, AND SPONSORS

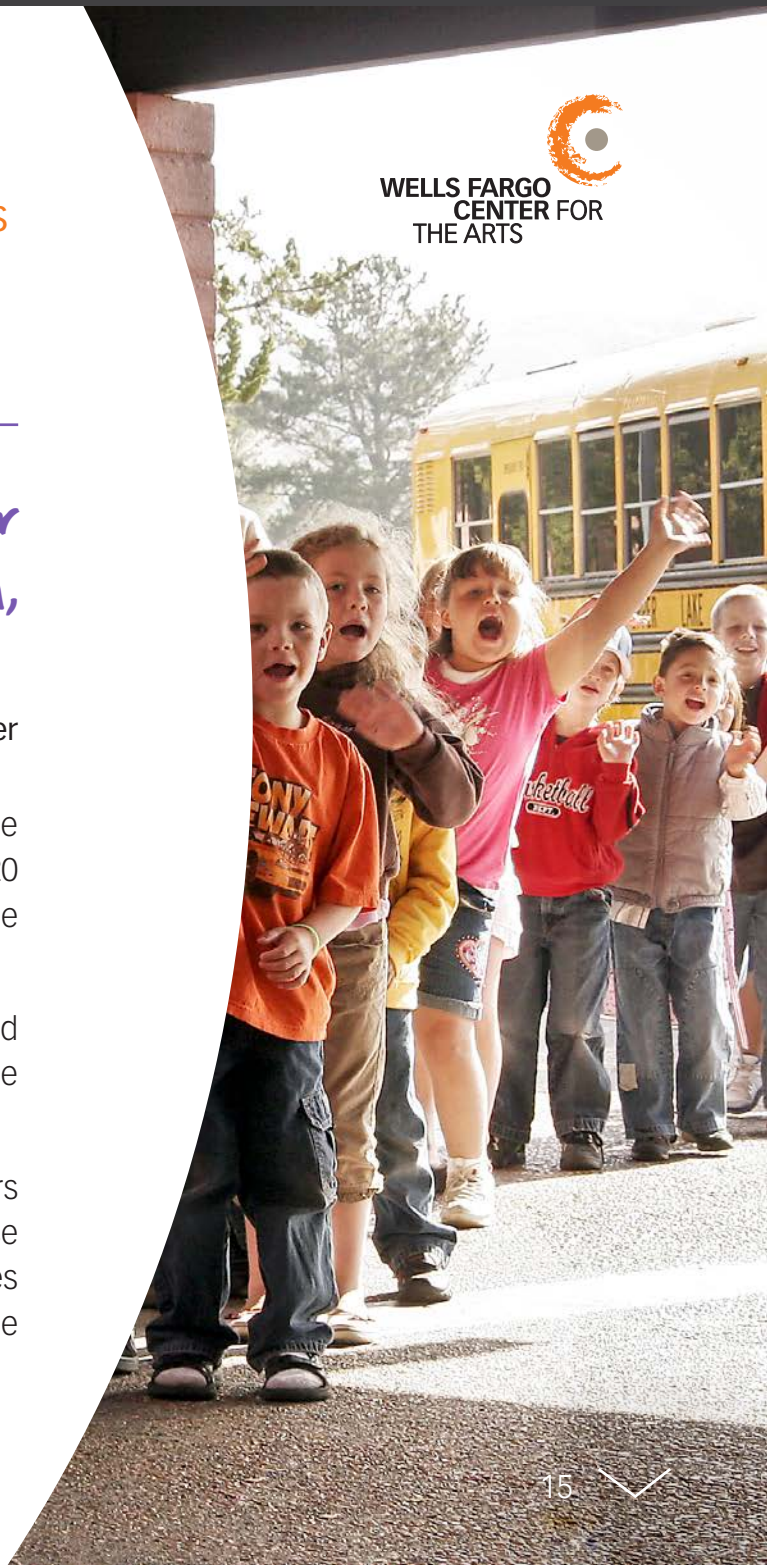
School Shows

> "You don't think the way you used to think after seeing a Wells Fargo Center School Show! It's fun, and it helps you a lot in school!"
>
> - Freda, 4th grader

Every year, students aged 5 – 18 come to the Center for a weekday morning performance of one of nearly 30 special music, dance and theater productions. Last year, 24,720 students from all over the North Bay attended one of our **School Shows**. It was the first time many of them had ever seen a live performance.

Over 40% of these students are able to attend because of the free and reduced-priced tickets we give them through the Evert Person ArtReach fund. Most, from low-income families, wouldn't be able to otherwise.

Freda's teacher, Anh Dao, is a huge fan of **School Shows**. "High-quality shows like yours expose my students to all kinds of creative learning and thinking they might not otherwise experience," she says. "Being able to talk with the actors and players afterwards gives them a new sense of what's possible in their lives and boosts their confidence. They see that they can express themselves through many different avenues."



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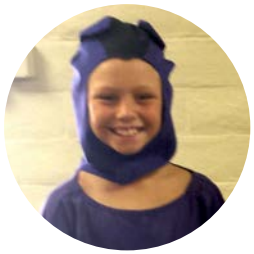
Art, Music, and Theater Summer Camps



"I'm so grateful to your supporters, because being in a play was an amazing opportunity Hannah wouldn't have had without them."

- Irene, Hannah's stepmom

Hannah is a lively, spirited and creative little girl who's faced some tough challenges in her eight years of life. Hannah's parents are divorced and share custody of her – which means she has to shuttle back and forth between them every week. This takes a toll on Hannah and sometimes her frustrations get the better of her and spill over into unproductive behavior.

Hannah's living situation and her family's tight budget make it very hard, in fact nearly impossible, for her to benefit from organized after-school activities.

For a week this past June, Hannah took part – free of charge – in the Center's Missoula Children's Theatre (MCT) production of *The Wizard of Oz*, along with 62 other kids. MCT gets kids 6-18 involved in musical theater to teach values and life skills, inspire big dreams and encourage creativity.

"The MCT experience was huge for Hannah. She learned she could meet and play well with new people, follow the rules amidst organized chaos, overcome her fears and accomplish something by herself," says Irene proudly. "Plus, she made a new friend."

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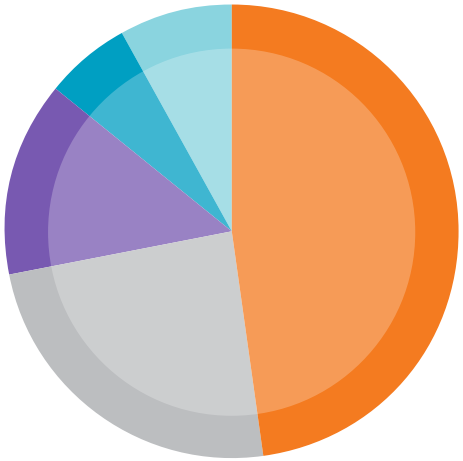
2013-14 Financial Overview

SOURCE OF REVENUE



PROGRAMMING 48%

CONTRIBUTED REVENUE FOR OPERATIONS 24%

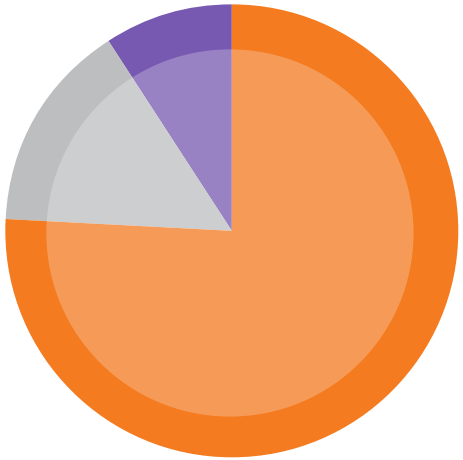
SPECIAL CONTRIBUTIONS 14%

RENTALS/LEASES 6%

OTHER 8%

Total Operating Revenues:
$10,860,022

EXPENSES



PROGRAM SERVICES 76%

ADMINISTRATION 15%

FUNDRAISING 9%

Total Operating Expenses:
$9,777,577*

**Includes non-cash expenses of $707,992 in depreciation, and a $89,418 loss from the disposal of property.*

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2013-14 Donor List

The Board of Directors of Wells Fargo Center for the Arts gratefully acknowledges the generous annual support of members, donors, and sponsors for gifts received as of September 2014.

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

$100,000+

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Cindy Silverlock, *Coordinator*

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Evelyn Rice, *Accounting Assistant*

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Joe Jennings, *Patron Services Associate*

Rami Kim, *Patron Services Associate/ ArtReach Coordinator*

Megan Origer, *Patron Services Associate*

Vanessa Tullos, *Patron Services Associate*

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John Morrison, *Maintenance Manager*

Gene Soldani, *IT Manager*

Betsy Boes, *Senior Events Supervisor*

Sari Feinstein, *Events Supervisor*

Peter Ostrom, *Production Supervisor*

Bethany Moritz, *Volunteer Supervisor*

Armando Medrano, *Events Crew Chief*

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Brennan Westerson, *Event Aide*

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Melanie Weir, *Education & Family Manager*

Chrystie Prokopakis, *Coordinator*

Jessica Greenberg, *Assistant*

Ballet Folklórico Quetzalén performs at the annual Fiesta de Independencia on September 14, 2013, which was attended by more than 2500 people.

PHOTO BY DONALD STRAND

WELLS FARGO CENTER FOR THE ARTS

Enrich. Educate. Entertain.

Luther Burbank Memorial Foundation
d/b/a Wells Fargo Center for the Arts
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