

Luther Burbank Center for the Arts
Department Reports
May 2021

Programs & Patron Services and Marketing
Anita Wiglesworth

Patron Services

- Patron Services is preparing for reopening to the public on June 1
- Pops renewals have started and we are creating over 30 shows in our ticketing system for the on sale on June 1 to members and June 11 to public

Arts & Entertainment

- We have held 6 Carpool Cinema movies and have announced movies through June 19. Our next title, Grease, is coming up this Saturday, May 22; ticket sales are increasing but as we continue to open up, we will monitor how long we are able to present as we prioritize staffing and potential rentals
- Luther Locals – to date have featured 60 artists with over 450,000 unique viewers; we will be shifting to a monthly virtual concert starting in July and will continue this monthly program once reopened
- Wrapping up The Muse Hour Virtual Series with guitarist Tommy Emmanuel Saturday, June 5

- Highlights of this season’s artists were the interview with Audie Cornish and her thoughts on the social justice movement and Las Cafeteras performing their rendition of *This Land Is Your Land* and then explaining the significance behind the song from their perspective of children of undocumented immigrants and indigenous people; due to synchronization licensing, we were unable to record, but if you are interested – here is a YouTube link of the group performing the song:

<https://www.youtube.com/watch?v=6s5g6dX2Lq4>

- Programming is continuing to work closely with operations on logistics and protocols for reopening the theater as guidelines continue to evolve
- We are continuing to prepare for large on sale in early June. Highlights will include Chicago, Postmodern Jukebox, Vintage Trouble, Randy Rainbow, Lewis Black, Bianca del Rio, Dave Koz, Black Violin, Cirque Musica Holiday Spectacular, Fran Lebowitz, and Alonzo King Lines



Rentals

- Rental activity is continuing to increase.
- Partnering with Sheriff and Fire Departments on Evacuation Tag Distribution, Saturday, May 22 from 9am-1pm
- There will be a large drive-in graduation for Roseland University Prep on June 1
- Sutter Health Vaccination Clinic has changed plans, giving their last vaccine at LBC on May 21; they will be completely offsite by June 4
- Sebastopol Ballet is utilizing the East Lawn on June 12 for their Spring Recital, sold in pods of 2 or 4
- Hosting the Amateurs SMG Job Fair on June 16, 2021 on the Pavilion and East Lawn
- ADx Healthcare (covid testing) has extended another month until June 30

Resident Companies

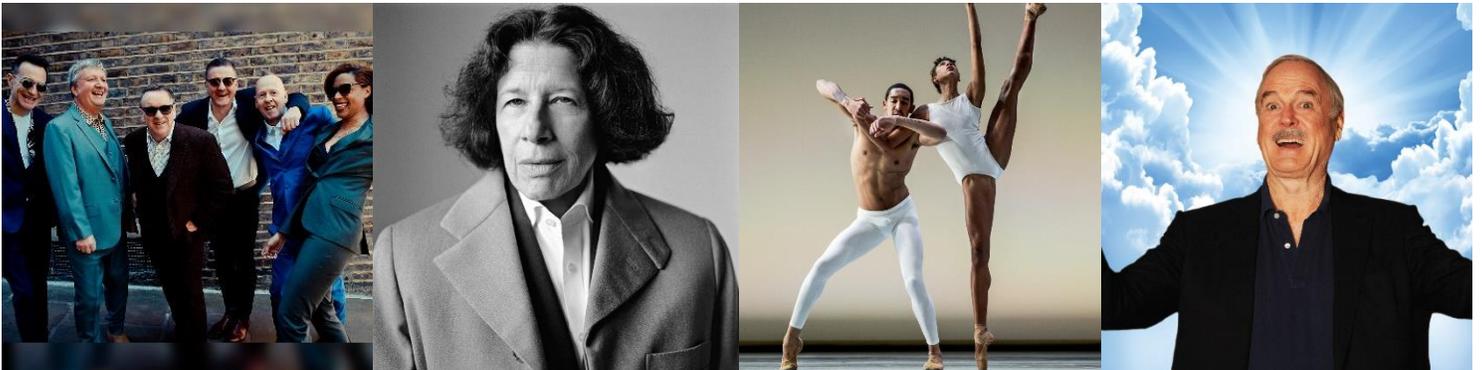
- Roustabout Theater starting summer camp onsite June 28.
- Left Edge Theatre resuming indoor operations with their production of Slow Food this June. Moving forward with a new Resident Company Agreement effective July 1 which will agree to have LET solely sell tickets for their performances.

Visual Arts

- Working with artists to deinstall exhibition in the Sculpture Garden
- New installation with Petaluma River Project will be in early Fall

Marketing

- Continuing Phase I with The Engine is Red to create a strategy, voice, and visual language to better tell LBC's story to our audience, including marketing strategy and brand evolution to showcase our new tagline - "Connecting our community through the arts across schools, homes, and stages"
- The Muse Hour Virtual Series continued push
- Summer 2021 Brochure with large on-sale to hit in June
- Reopening communications plan including patron survey, media interviews, patron communications via emails and brochure as well as website updates.



Education and Community Engagement ***Ashleigh Worley***

Overview

- The ECE brochure (in August) will be split into two digital pieces as opposed to one annual piece for the second year, with the first focusing on the offerings for the fall semester and the second for the spring.

Summer Camps

- In-person camps for Visual Art and Beginning Mariachi are at capacity and we will be closing registration. We still have opportunities for students grades 5 and up to join our Summer Art Sampler Camps (weeks of July 12-16 and 19-23)

Marichi Ensemble

- Students will begin coming back to the center two times a week over the course of the month of June to rehearse in small cohorts in preparation for the Fiesta de Independencia recording session in July.

Sing-Along: A Walk Dwon Memory Lane

- 234 participants have tuned in for the monthly Sing-Along program this fiscal. An average of 46% of these participants come from our partners at Carlton Senior Living. Participants are based in 7 California counties.
- The Sing-Along will remain virtual for the first half of FY22, resuming in-person work in January. At this time, we plan to continue offering a monthly virtual session to ensure that those who are not able to come to the Center are still able to participate.

Let's Be Creative! Video Series

- 76 posts have been released this fiscal with a total of 16,507 unique views. New videos continue to be launched on YouTube and Facebook weekly.

Fiesta de Independencia

- Fiesta 2021 will be online again, this time taking the form of a one-hour event on September 12th. Leading up to the event, a number of virtual performances and events will be released online as well.

Virtual Family Shows

- The virtual Family Series closed with 4,507 registrations for the 5 shows. Shows were offered free of charge with the opportunity for viewers to donate. Approximately 12% of households chose to make a donation, contributing over \$5,400.
- Next season's Family Series will consist of virtual and in-person shows, with virtual performances happening in the fall and in-person programming resuming in January. The virtual shows will be "pay what you can", with a suggested \$5 donation.

Virtual School Shows

- School Shows have over 43,700 registered viewers to-date (we ask teachers to give us classroom numbers) for the 10 school shows offered this year.
- Next season's School Shows will consist of virtual and in-person shows, with virtual performances happening in the fall and in-person programming resuming in January. We hope to offer 6 virtual performances and 7 in-person shows. The virtual shows will be listed at \$50 per classroom with scholarships available.

Professional Development

- In addition to Tools for Teachers, the Mariachi Institute, and Teaching Artist Training, we're launching a new branch of Professional Development next year: IDEA (Inclusion, Diversity, Equity, and Access) in the Classroom. This will consist of a 3-part virtual series for administrators, teachers, teaching artists, and arts orgs. The names of the sessions to be offered are:

- Diversity and Inclusion in the Classroom
- Mitigating Unconscious Bias and Micro-Aggressions in the Classroom
- Allyship in the Classroom

Operations

Marc Hagenlocher

- IT in discussions to lease/host 3rd party servers.
- LBC fiber optic infrastructure project nearing completion
- Events Office remodel project nearing completion
- Sonoma County Sheriff's K9 and tactical response units to utilize LBC for trainings
- Campus landscaping scope out to bid
- Major repairs required for central plant HVAC chillers
- Installing enhanced HVAC filtration (UV/MIRV 13)
- GBAC STAR certification submittal by end of month

Development

Robin Seltzer

Highlights (since April meeting)

- Awarded a **\$5,000** grant from Phase 3 of the **COVID-19 Arts Relief Grant for Organization (CARGO)** program. This grant is partially funded by the National Endowment for the Arts CARES Act.
- Awarded a **\$25,000** grant from the **California Small Business COVID-19 Relief Grant** Program

Art of Dessert

- We did it!!! Generous support for *Date Night* and *Art of Dessert* combined resulted in a total of **\$517,878 –\$11,878 over** our stretch goal of \$506,000—**and our highest achievement ever.**
- Many thanks, again, to Chris, who pushed us to push, and to all of you who personally stepped up and/or secured donations from friends, family and colleagues.
- The Events Committee worked hard, as did every member of the Board, and the results speak for themselves.
- We look forward to celebrating and raising a glass with those who can join us at the “Thank You Reception” at 4:30 p.m. on Monday, May 24th.