

Luther Burbank Center for the Arts

Department Reports

April 2021

Programs & Patron Services and Marketing

Anita Wiglesworth

Patron Services

- Patron Services is continuing to work remotely with the goal of reopening to the public June 1st
- We are in the process of ramping up hours, retraining staff and restoring the Box Office for operation
- Preparing for a large on-sale and Pops renewals

Arts & Entertainment

- Restarted Carpool Cinemas on April 10th
- Luther Locals: Has featured 55 artists to date with over 400,000 unique viewers; we will be shifting to a monthly virtual concert starting in July but continuing this program once reopened
- Wrapping up The Muse Hour Virtual Series: Mike Birbiglia this Saturday, April 24th; Las Cafeteras on May 8th; and Tommy Emmanuel on June 5th
- Programming is working closely with the Operations Department on logistics and protocols for reopening the theater
- We are preparing for 35+ shows brochure and large on-sale this June. Highlights will include Chicago, Postmodern Jukebox, John Cleese, Dave Koz, Black Violin, Cirque Musica Holiday Spectacular, Fran Lebowitz and Alonzo King Lines

Rentals

- ADx Healthcare (COVID testing) has moved to a month-to-month contract through May 28th
- Sutter Health Vaccination Clinic is planning on concluding vaccinations by June 18th, finishing their cleanup by June 30th
- Partnering with the Sheriff's Department and Fire Department on Evacuation Tag Distribution, Saturday, May 22nd from 9:00 a.m. to 1:00 p.m.
- Continuing to work with clients to reschedule events and have received many new inquiries

Resident Companies

- Roustabout Theater concluding spring session May 14th and 15th with a showcase for parents
- Left Edge Theater is resuming indoor operations with their production of *Slow Food* this June

Visual Arts

- Working with current artists to deinstall exhibition in the Sculpture Garden
- New installation with Petaluma River Project TBA

Marketing

- Marketing Brand Strategy Task Force: Preparing to launch work with The Engine is Red, a local marketing and communications firm, 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"

- Big push and support of Art of Dessert (AOD) including grass roots Confection Connection Challenge which garnered over 900 votes on Facebook
- Analyzing AOD results and marketing plan
- Launched Carpool Cinemas
- Final push for the Clover Sonoma Family Fun Virtual Series
- The Muse Hour Virtual Series continued push
- Summer 2021 Brochure with large on-sale to hit in June

Education and Community Engagement

Ashleigh Worley

Overview

- We anticipate the need to stay flexible with how we engage with families and schools well into the fall, with virtual offerings continuing until at least December.
- Summer camps will open for applications the first week of May. There are limited in-person offerings at Comstock Middle in Santa Rosa for visual art and beginning Mariachi camps, a hybrid model camp for existing Mariachi students, and a virtual Summer Arts Sampler camp for percussion, ukulele, and theater. We are also partnering with Westside School in Healdsburg to provide a dance camp instructor for one of their existing camps.

"Really well done! I wish I had taken a video of my kids and I dancing along to share with you! We really liked it!"

-DiNO Light Virtual Family Show Attendee

Mariachi Ensemble

- 69 students are actively engaging in classes at this time, meeting virtually multiple days per week. We've kept a focus on project-based learning to keep students focused on having something to achieve.

Artists in the Schools

- 65 classrooms have been served so far through Dancers Unite, Music Matters Ukulele, and Artists in Residencies; all schools were based in Sonoma or Marin.

Sing-Along: A Walk Down Memory Lane

- 208 participants have tuned in for the monthly Sing-Along program this fiscal year. An average of 43% of these participants come from our partners at Carlton Senior Living. Participants are based in 7 California counties.



Upcoming May 2021 Virtual Performance for Schools and Families: Sonia De Los Santos

Let's Be Creative! Video Series

•70 posts have been released this fiscal year with a total of 15,146 unique views. New videos continue to be launched on YouTube and Facebook weekly.

Guitar Challenge

•14 adults meet virtually with Liam and José for guitar lessons, offered in English and Spanish. Of that 14, 6 are parents of current Mariachi students. Participants are Sonoma-based, with the exception of one participant from Massachusetts.

Virtual Professional Development (PD)

- 103 registrations to date for our Virtual Tools for Teachers and Teaching Artist Training PD sessions. Registrants tuned in from California, Vermont, Alaska, and Trinidad & Tobago.
- An additional 73 teachers participated in PD trainings specifically offered to Santa Rosa City Schools Teachers.

Music for Schools

- 349 instruments on loan, or 33% of our inventory. For context, in February of last year there were 603 instruments on loan.

Virtual School/Family Shows

- The Family Shows have seen 4,461 families register for virtual performances to-date. We have had viewers in 37 US states as well as Canada and Ireland.
- School Shows have over 41,000 registered viewers to-date (we ask teachers to give us classroom numbers). We have had viewers in California, Illinois, Minnesota, and North Carolina.

Operations

Marc Hagenlocher

- The Events and Maintenance Departments are trying to hire and ramp up staff with limited success to date
- All Operations Managers and Supervisors have completed a course to function as "COVID Compliance Officers"
- Operations hopes to earn a 3rd party certification for cleaning and disinfecting protocols by next month (GBAC Star certification)

Development (Contributed Income)

Robin Seltzer

Highlights (since last meeting)

- **Pisenti & Brinker** renewed their business partnership with **\$30,000**.
- An unsolicited gift of **\$10,000** was made by a young man who grew up in the area and wants to give back—a friend of the family suggested our Mariachi Ensemble.
- **Shook & Waller** made a gift of **\$5,500** to help cover the work done to fix the canopy arch.

Art of Dessert

- We are thrilled with the success of last Saturday's Art of Dessert. The results to-date, combined with those from February's Date Night, show us at **\$482,539** – **only \$17,461 needed** to meet our ambitious goal of \$500,000. This is the 2nd highest achievement in the event's 18-year history (topped by \$505K in 2017). Details on this year's progress can be found on the recap below.
- Of the 72 auction items, 43 of them went for more than the value. Only one of the 72 auction items did not sell—a signed Warriors jersey. Of the 147 signed up to bid, 56% participated.
- The peer-to-peer fundraising went well for our first experience with it. \$34,000 was achieved toward the \$50,000 goal, with 79 donations received. Many Board members are continuing to seek additional gifts.
- We are encouraged about closing the \$17K gap and hitting our mark. We look forward to keeping you updated on our progress.
- Thank you all for your help in securing all of our auction items, for your personal contributions, and for your going efforts with family and friends!

LBC Spring Events					
As of 4/21/21					
		# To Date	\$ To Date		
Total Sponsorships/Advance Fund a Need		28	\$293,700		
	Date Night Results				
	Date Night Meals Purchased	135	\$18,699		
	Date Night Miscellaneous Gifts	98	\$17,169		
	Total Date Night Revenue	233	\$35,868		
	Art of Dessert To Date				
	Attendance/Registrations				
	Registered with a meal	35	\$5,096		
	Registered with a cake	17	\$805		
	Registered with a donation	5	\$0		
	Registered only	198	\$0		
	Sponsors attending	24	\$0		
	Total Attending (with meal and cake revenue)	279	\$5,901		
	Virtual Fundraising/Peer to Peer	76	\$31,201		
	Misc donations (includes donations with registration)		\$1,793		
	Total AOD To Date	355	\$38,895		
	Auctions & Paddle Raise (April 10 to 20)				
	Live	0	\$28,150		
	Wine/Silent	0	\$42,404		
	Paddle Raise	0	\$43,522		
	Total Auctions & Paddle Raise	0	\$114,076		
	Total AOD	355	\$152,971		
	Grand Total Spring Events To Date	616	\$482,539	\$17,461 needed to hit goal	
				\$500,000	