

Luther Burbank Center for the Arts

Department Reports

June 2021

Programs & Patron Services and Marketing

Anita Wiglesworth

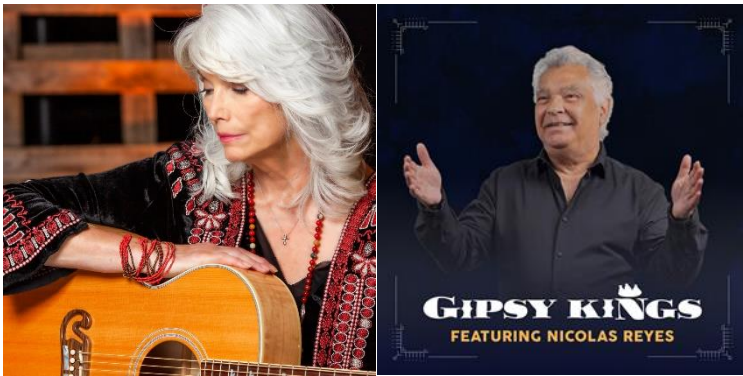
Patron Services

- Patron Services had a successful reopening to the public on June 1 with over 30 shows on sale
- On June 11 we had a line wrapped around the building for hours as a steady stream of people kept coming to participate in our first public on sale for in-person events since the shut down; patrons were very excited and supportive
- Pops subscription renewals are winding down with scheduled phone calls and preparation for the new subscription on-sale campaign to start at the end of June
- Second large on sale with Emmylou, Gipsy Kings, Lewis Black and 2nd show for Nate Bargatze was 6/18/21



Arts & Entertainment

- We had our first major on sale in early June – grossing over **\$375,000**
 - Selling over 5,000 tickets during the member pre-sale through the EOD June 11 which is over 1,300 more than our last season on sale in FY19 and over \$35,000 additional in gross
 - Strong sellers have been Chicago, SF Comedy Competition, and Randy Rainbow
 - I will report more up-to-date numbers at the Board meeting



- We are hosting our last Carpool Cinemas on Saturday, June 19 with *Men In Black*
- 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
- We wrapped up The Muse Hour Virtual Series with guitarist Tommy Emmanuel on Saturday, June 5 – we had over 2,700 participants in three markets

Rentals

- Flynn Creek Circus will be back onsite July 5 - July 12 with performances July 8 - 11. They will also be hosting a small summer camp July 7 - 9 for children ages 7-15
- Memorial service scheduled for Marylou Armer, Santa Rosa Police Department, on July 8 at 10:00 a.m.
- Hosting another Amatureo Sonoma Media Group Job Fair on July 14 in the Lytton Rancheria Grand Lobby; the June event was sold out at 60 vendors and had approximately 320 job seekers
- Sonoma Winegrape Commission is hosting their “Growers BBQ” in the Pavilion and on the East Lawn Thursday, July 15 from 10:00 a.m. - 12:30 p.m.
- Adding a Tuesday evening recurring rental with Sweet Adelaide Choir, “Song of Sonoma,” starting Tuesday, July 20

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

- We officially own the sculpture *Red Jazz* by Kati Cassida, and artist Jann Nunn donated her sculpture *XLIV* to the LBC
- New installation *Thousand Ways: A Work in Progress* by Petaluma River Park will be installed by August 28th

Marketing

- Launched new season and on-sale campaign
- Summer 2021 Brochure with large on sale hit in June – over 40,000 mailed
- Continued reopening communications plan with press release, media interviews including *Press Democrat*, *Bohemian*, KRSO and KRCB
- Continuing work of the marketing task force 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”
- Launched second campaign for Emmylou and Gipsy Kings

Education and Community Engagement

Ashleigh Worley

Overview

- The ECE team is working to prepare for summer camps beginning in July and to solidify fall programs. The split Education Brochure (one for each fall and spring semesters) for next year gives us flexibility to adjust spring programming as needed over the next few months to respond to the everchanging policies and the needs of the schools.
- As a general rule, we’re anticipating most Education programs to be offered online in the fall. All School and Family performances and Professional Development will remain virtual through December. Other programs, such as residencies, will maintain flexibility to allow schools to decide if they’d like to remain online or bring us into the classroom. The Mariachi Ensemble began to meet in small groups in-person in May and is planned to remain in-person in the fall.

Summer Camps

- We implemented a design contest for our camp shirts this year. The winning design has been printed on t-shirts given to all campers in each of our camps. The design winner will be attending our Summer Arts Sampler Camp this year. Some entries shown.
- While we’re unable to host a large reception for the in-person camps, we have hired a videographer to capture moments of camp to create videos to share with families at the end of camp to serve as our “presentation.”
- Camp schedule for this year shown below. All camps are for students in grades 5 and up (with the exception of Camp Zinnia for grades K-6):



Dates	Camp	Format/Location	Notes
June 14- July 9	Camp Zinnia: Dance Camp (4 weekly sessions)	In-person @ Westside School in Healdsburg	LBC has partnered with the West Side School to offer this specifically for students who attend this school. <i>We are not facilitating or advertising the camp, but rather providing the teaching artist and expertise to teach this portion as a part of a larger summer camp program</i>
July 6-23	Mariachi Ensemble Camp (year-round Ensemble participants)	Hybrid of in-person @ LBC and online	Mariachi Vargas will serve as guest teachers for students for part of the online instruction

July 12-23	Summer Arts Sampler Camp (2 weekly sessions)	Online only	Percussion, ukulele, and drama are all offered online; ukuleles provided to students who need them
July 26-August 6	Beginning Mariachi Camp (morning & afternoon sessions offered)	In-person @ Comstock Middle in Santa Rosa	Students can choose between guitar or violin and will be kept in cohorts of 12 campers
July 26-August 6	Visual Art Camp	In-person @ Comstock Middle in Santa Rosa	Students will be kept in cohorts of 12 campers

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. We are working with the Mexican Consulate of San Francisco to offer not only a recorded El Grito this year but an interview discussing the significance of the ritual. Performances will include Mariachi Vargas (headline of main event), Danza Azteca Xantotl, Ballet Folklorico Ileri, and LBC's Mariachi Ensemble (Mariachi Cantares de Mi Tierra).

Operations

Marc Hagenlocher

- IATSE (International Alliance of Theatrical Stage Employees) three-year collective bargaining agreement negotiations complete, pending ratification vote to take place on July 7
- HVAC filtration enhancements complete
- GBAC STAR certification has been submitted
- Recommissioning of HVAC controls/programming to take place next week
- Supply chain issues/long lead time for HVAC chillers replacement may limit options to repairing existing units

Development

Robin Seltzer

Contributed Income

Highlights (since May meeting)

1. Awarded a **\$12,500** grant from **Sonoma County Vintners Foundation** to support Arts and Entertainment as well as Education and Community Engagement programming.
2. Proposals pending:
 - Clarence Heller Foundation—LOI \$20,000 for professional development
 - Kimball Foundation -- \$25,000 for Mariachi program
3. Business Partners:
 - Sonoma Media Investments/Press Democrat—renewed two-year contract being secured for \$100,000+ GIK
 - Signarama—renewed \$5,000 GIK in signage printing (only client to receive one; they are not renewing others)
 - Flamingo/Sandman—discussions underway for GIK and partnership for coming season
 - Working with Santa Rosa Symphony to secure new POPS season sponsor

Other Accomplishments

Kudos to our Programming colleagues. Recent show announcements have secured high number of reinstates as well as new members. The Development Team will be strategically reaching out to other lapsed donors.

Membership Stats May 27 - June 17, 2021 with announcement of re-opening and on-sales

Level	# renew	\$ renew	# reinstate	\$ reinstate	# new	\$ new	# total	\$ total
Friend	8	875	52	5,260	146	14,598	206	20,733
Supporter	9	2,125	28	5,750	31	6,250	68	14,125
Contributor	11	4,800	11	4,450	9	3,700	31	12,950
Advocate	2	1,500	3	2,275	1	750	6	4,525
Champion	0	0	0	0	0	0	0	0
	30	9,300	94	17,735	187	25,298	311	52,333
							# total	\$ total
BC	2	6,750	2	3,500	1	1,750	5	12,000
	2	6,750	2	3,500	1	1,750	5	12,000

FY 22 Events

Meeting of the Events Committee on June 24 to discuss next year's events schedule and scope

Status of Open Positions

Conducting interviews next 10 days for all 3 open positions:

- Associate Director of Development – 4 applicants
- Donor Relations and Events Manager – 4 applicants
- Development Operations and Database Manager – 4 applicants