



2017-2018 ANNUAL REPORT

Getting down to business

At the onset of our 71st season of serving young people, families and schools, the theatre made a *strategic shift*, moving to a dual leadership structure through the creation of a Managing Director role to partner with the Artistic Director in guiding the theatre into the future. We dug deeply into planning and research to *craft a new strategic plan*, expected to be finalized in the fall. Along with other major cultural organizations and supported through the Thrive Fund, we assembled a team of staff and board to participate in the EMCArts New Pathways program, continuing to feed our *approach to innovation*.

We collaborated with a national expert who works with cultural organizations to increase revenue, boost attendance, and grow patron value with a new pricing structure. Our new model to ensure broad access through a \$2 ticket program for families receiving public assistance and underserved community groups is *building momentum*. We led our region by creating sensory-friendly performances, thoughtfully adjusted for families and friends with children or adults on the autism spectrum or with other sensory sensitivities.

Our financial footing remains sound, fulfilling our obligation to be good stewards of the resources entrusted to us.

We embrace our role in providing a place for imagination, stories and personal growth to flourish. We're *grateful beyond measure* for your participation, support and encouragement of all we seek to do.

Linda Reynolds, Managing Director

Amping up artistic excellence

The *spectacular* 17-18 season for Children's Theatre of Charlotte was built on the talent of a huge number of artists. We opened with a *re-envisioned* *Mary Poppins* that saw, for perhaps the first time ever in a professional production, the title role of Mary played by an African-American actress. When our diverse audiences witnessed her soaring over their heads, the joy on young faces was *palpable*.

We followed that up with an exquisite production of *A Snowy Day and Other Stories* in which we worked closely with our partner, Charlotte Mecklenburg Library to celebrate the Community Read story. For the holidays, we brought back our *most popular production of all time* and created a Charlotte tradition in the process as we laughed and cried along with the Herdman kids in *The Best Christmas Pageant Ever: The Musical*. We saw the *powerful story* of a young Muhammad Ali coming into his own as an athlete and activist. That was followed closely by a transformative production of *The Lion, the Witch, and the Wardrobe*. Audiences were exposed to the *imaginative power of theatre* as they were transported from London to Narnia and back. Dozens of fantastical characters, huge battles and powerful magic were brought vividly to life by only two actors! We closed our season sharing the stage with everyone's favorite penguins in the wildly popular *Madagascar - A Musical Adventure*.

Our *award-winning* education programs served a wide array of young people. From the introductory Side-By-Side class where very young children and caregivers learn creative play, to the comprehensive theatre training for dedicated older students, we worked to create a learning environment for children to grow in wonderful and unexpected ways.

Adam Burke, Artistic Director

REFLECTIONS ON THE PAST YEAR

A note from the Board Chair

Dear Friends and Supporters of Children's Theatre of Charlotte:

I am honored to share with you Children's Theatre of Charlotte's 2017-2018 annual report.

This year of change and growth will go down as one of the most successful in the theatre's history. Our *high standards* for quality performances continue to raise the bar in the field of theatre for young audiences. We also continued our proud tradition of providing the best theatre education in the region. Our *talented and dedicated staff* are continually looking for ways to develop innovative, challenging initiatives to best serve our region.

This dedication has paid off, as thousands of young people in and around Charlotte have had the opportunity to expand their horizons and experience the true *magic and wonder* of live theatre. These efforts have garnered the attention of the national and international theatre community. From the executive leadership, staff, educators and artists who work so hard to give us the quality programming we've come to expect; to the volunteer board members, ENCORE! volunteers, community supporters, students and families who give their time and effort on behalf of the theatre; to the patrons, season ticket holders, foundations and corporate donors who provide financial support for the theatre, it really is a group effort.

This organization is one of the *true cultural gems* in Charlotte. Thank you for your support and helping ensure our sustainable growth into the future. We are excited about the coming season and hope you will be as well.

Brian Murdock, Board Chair 2017-2018



A scene from Disney and Cameron Mackintosh's *Mary Poppins*

FINANCIAL STATEMENT

(UNAUDITED)



TOTAL EARNED INCOME

\$2,428,200

TOTAL CONTRIBUTED SUPPORT

\$1,796,100

TOTAL OPERATING REVENUE AND SUPPORT

\$4,927,600

TOTAL OPERATING EXPENSES

\$4,837,100

Sources of operating revenue and support

% of Total

Earned income

Public and school show ticket sales	\$1,183,900	
Education programs	889,800	
Performance fees - Resident Touring Company	201,300	
Other	153,200	
Total earned income	\$2,428,200	49%

Contributed support

Contributions	\$1,007,600	
Arts & Science Council grants	372,100	
Government grants	93,700	
In-kind facility services	322,700	
Total contributed support	\$1,796,100	37%

Endowment distribution	\$703,300	14%
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Total operating revenue and support	\$4,927,600	100%
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Operating expenses

% of Total

Production/performance programs	\$2,712,300	56%
Education programs	1,108,000	23%
Marketing/public relations	364,400	7%
General/administrative	324,700	7%
Fundraising/development	327,700	7%
Total operating expenses	\$4,837,100	100%

Board designated for reserves	\$85,000	
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Revenue/support over expenses	\$5,500	
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Public performances

36,926

individuals from **38** states including Washington, D.C. and Puerto Rico purchased tickets

Includes single tickets, subscription tickets and vouchers.

Touring performances

Two touring companies performed a total of **249 times**



performances by the Resident Touring Company **201**

by the Preschool Company **48**

throughout **24** counties in North Carolina plus multiple stops in Georgia and South Carolina.

Education programs

More than **4,000** children served through various classes, camps and programs

350 participated in Creative Drama classes

2,041 registered for Summer Camps

400 enrolled in School of Theatre Training

1,200+ Community Involvement Programs, In-school residencies, workshops and Master Classes



School performances

More than **56,500** students served from **15 counties**



12 in NC | **3** in SC

Volunteers

More than **3,700 hours** of service

by our Board of Directors, ENCORE! volunteer group and community volunteers

WHO WE ARE

Our mission and values

Values

We believe in the power of theatre.

We believe our work should be rich with wonder, honesty, compassion, joy, humor and wisdom.

We are dedicated to excellence.

We strive for professionalism and outstanding artistry in all our efforts.

We believe in the educational power of the arts.

We believe the arts are central to learning and that they delight, enlighten and enchant.

We respect and embrace the uniqueness of all young people.

We strive to foster creativity, imagination and independent thinking; we look to assist young people as they face life's challenges and discover themselves and the world.

We provide a supportive, nurturing, safe environment for all who pass through our doors.

We treat everyone with equal respect, courtesy and care.

We bring together the diverse populations of our community.

We strive to represent the cultural diversity of our extended community in who we are and what we do.

We are dedicated to financial strength.

We believe continued financial strength is paramount to our success.

We value the passion and commitment of staff and volunteers.

We strive to support and nurture our staff and volunteers throughout all aspects of our organization.

We believe serving and engaging our community is at the core of our work.

We strive to provide a place for people and organizations to connect, collaborate, learn and grow together.

Mission Statement

We create exceptional theatre experiences, inspiring generations to explore the wonder of their world.



A scene from A Snowy Day and Other Stories



THANKS TO ALL OF OUR DONORS AND SUPPORTERS.

CORPORATE AND FOUNDATION PARTNERS

(gifts given between July 1, 2017 - June 30, 2018)

Executive Producing Partners

(\$50,000 and more)

Arts & Science Council
 BlackArch Partners
 The Leon Levine Foundation
 - Sandra and Leon Levine
 Mecklenburg County
 Mecklenburg County ABC Board
 North Carolina Arts Council
 Reemprise Fund
 Triad Foundation

HoopTee Charities, Inc.
 Radiator Specialty Company
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 Parker Poe
 PNC
 SPX Corporation
 THRIVE Fund
 Wells Fargo Foundation

Grant Thornton LLP
 K&L Gates
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 PricewaterhouseCoopers LLP
 SentryOne

Producing Partners

(\$25,000 to \$49,999)

Bank of America Foundation
 The Cam Newton Foundation
 The Cannon Foundation
 The Shubert Foundation

Standing Ovation Partners

(\$5,000 to \$9,999)

Brixx Wood Fired Pizza
 CPI Security Systems
 Coca-Cola Bottling Co. Consolidated
 Cornwell Foundation
 ENA Consulting, Inc.
 Metrographics
 Robinson Bradshaw
 SteelFab, Inc.
 The Dickson Foundation, Inc.

Leading Role Partners

(\$1,000 to \$2,999)

Collins Aerospace
 ECM Solutions
 Lancaster County Community Foundation
 Moore & Van Allen PLLC
 New Day Wellness Center
 Plym Family Foundation
 Speedway Children's Charities
 The Charlotte Observer
 The Hartford
 Tile Collection

Directing Partners

(\$10,000 to \$24,999)

C.D. Spangler Foundation, Inc.
 Continental Tire the Americas LLC
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Center Stage Partners

(\$3,000 to \$4,999)

Atrium Health
 Deloitte & Touche LLP

DONORS AND SUPPORTERS CONTINUED

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(gifts given between July 1, 2017 - June 30, 2018)

Leading Players Society

(\$25,000 and more)

Patrick Burgess & Joan Martin
Dorlisa & Peter Flur

(\$10,000 to \$24,999)

Rob & Kate Buckfelder
The Hensley Family
Edward & Florence Kim
The Watts Family

(\$5,000 to \$9,999)

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Cynthia & Ray Bush
Bryan & Jami Farris
Travis & Lise Hain
Matthew & Ashley Joseph
Bruce & Anita LaRowe
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(\$3,000 to \$4,999)

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Lisa & Glenn Sherrill
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(\$1,000 to \$2,999)

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LaKeisha & William Jefferson
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Cynthia & Dave Lank
Tara Garrity Lebda
Bruce & Michelle Long
Jerry & Catherine Malone
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Linda Reynolds
Mallory & Kevin Miller
In Memory of Jesse Millis by her
family
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(\$500 to \$999)

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Gary & Sallie Beason
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Keith & Debra Clark
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Tammy & Greg Jones
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Ann Lambiotte
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(\$250 to \$499)

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(gifts given between July 1, 2017 - June 30, 2018)

Vicki & Brian Schultz
Silverman Foundation, in Honor of
David Head
Molly & Matt Smith
Jennifer & John Snyder
Robert & Leslie Tesch
Amy & Rick Wheaton

(\$100 to \$249)

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Valecia McDowell
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Brooks & Courtney Mixon
Adam Montague

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(\$50 to \$99)

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