



2018-2019 ANNUAL REPORT

Last season, Children's Theatre achieved the overall #1 ranking of cultural organizations in Charlotte by the Arts & Science Council panel of external evaluators. Balancing our priorities of creating relevant and remarkable programming along with fiscal stewardship is a hallmark for our company and one that truly takes a village to accomplish.

Opening our season with the Broadway hit *Matilda* provided an opportunity to blend a cast of adult professionals and student performers, most from CTC's School of Theatre Training programs. When *Judy Moody and Stink* hit our stage in the spring, it was the culmination of a 7-theatre commissioning collaboration with playwright Allison Gregory.

We were the only theatre company in the US to be invited to bring students to perform at the 8th Annual China National Children's Theatre Festival and ASSITEJ international gathering in Beijing. This trip-of-a-lifetime for our students helped showcase our education programs as well as serve to acknowledge the growing national and international presence we're creating right here in our own community.

The launch of our Kindness Project in 2017 has continued to garner national attention in the field. Our commissioning of playwright Gloria Bond Clunie to create the script for *Last Stop on Market Street* was our first production in this initiative. Based on the award-winning book by Matt de la Pena (who visited Children's Theatre) this show drew heartfelt responses from audiences about how kindness can and should play an important role in our world.

The project also created the opportunity for us to present the world premiere of *A Sick Day for Amos McGee* at the national Theatre for Young Audiences gathering in Atlanta. Our newest addition to The Kindness Project is entitled *Tropical Secrets*:

Holocaust Refugees in Cuba, which came about as a response to the growing antisemitic events and attitudes in our community and in the country at large. We have engaged a fabulous creative team, including director David Winitzky (founder and director of the Jewish Plays Project in New York) and Philadelphia-based playwright Lauren Feldman.

After several years of collaboration, The Second Story project was realized this season. Along with our partners at Actor's Theatre of Charlotte, we engaged nationally-renowned playwright Steven Dietz to craft two interlocking plays about a series of events within a family. Children's Theatre premiered *The Ghost of Splinter Cove* while ATC's *The Great Beyond* ran simultaneously. Audiences were intrigued with the innovative concept and many saw both productions to glean a full picture of what transpired in these two plays – upstairs and in the basement.

We remain focused and committed to being an accessible children's theatre. Through our generous scholarship programs, reduced-cost public tickets and subsidized school field trip tickets as well as our no-fee community programming and sensory-friendly performances, we aspire for our programs to be enjoyed by everyone who wants to participate.

As we move into a new year, your involvement and support are vital and valued. Our audiences, class participants, schools and community partnerships are an integral part of Children's Theatre, and the support of our family of donors helps ensure the sustainability, inspiration and innovation needed to continue our work.

With gratitude,

Linda Reynolds, Managing Director

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:

We hope that you have enjoyed our 71st season as much as we have delighted in sharing it with you. It has been an honor and a joy to present our theatre productions and education programs that aim to be captivating, inspiring, and of impeccable quality. This season we mounted five world premieres, launched The Kindness Project, and generated ground-breaking collaborations with other cultural organizations in town. We strive for our programming to be of the highest quality but are always mindful of providing opportunities for ALL children to experience the magic, through our school shows and scholarships.

We completed our new strategic plan this year, and launched our innovation in the arts initiative, all while embracing our commitment to diversity and inclusion. Through our work this year, we have laid the groundwork to grow and innovate even more and expand our role in the national field of theatre for young audiences.

Thank you to our wonderful staff and artists, our students and families, our Board, our ENCORE! volunteers, our community supporters, our foundation and corporate donors, and our audiences. We are so grateful to all of you for your continued investment in Children's Theatre of Charlotte. Without you, we could not create the magic that we do. And we hope that you share our excitement in our upcoming season, as we strive to reach every child and adult alike to ignite their imagination and inspire them to create a kinder and more empathic world.

Florence Kim
Chair, Board of Directors



Last Stop on Market Street



FINANCIAL STATEMENT

(UNAUDITED)



TOTAL EARNED INCOME

\$2,517,300

TOTAL CONTRIBUTED SUPPORT

\$1,740,600

TOTAL OPERATING REVENUE AND SUPPORT

\$4,922,600

TOTAL OPERATING EXPENSES

\$4,914,700

Sources of operating revenue and support

% of Total

Earned income

Public and school show ticket sales	\$1,219,200	
Education programs	926,700	
Performance fees - Resident Touring Company	214,500	
Other	156,900	
Total earned income	\$2,517,300	51%

Contributed support

Contributions	\$931,500	
Arts & Science Council grants	378,500	
Government grants	97,500	
In-kind facility services	333,100	
Total contributed support	\$1,740,600	35%

Endowment distribution	\$664,700	14%
Total operating revenue and support	\$4,922,600	100%

Operating expenses

% of Total

Production/performance programs	2,761,700	56%
Education programs	1,112,800	23%
Marketing/public relations	348,300	7%
General/administrative	359,900	7%
Fundraising/development	332,000	7%
Total operating expenses	\$4,914,700	100%

Board designated	5,700	
Revenue/support over expenses	\$2,200	

THE YEAR IN REVIEW

Public performances

35,642 individuals

from **37** states including Washington, D.C. purchased tickets

Touring performances

Two touring companies performed a total of **256 times**



performances by the Resident Touring Company **213**

by the Preschool Company **43**

throughout **29** counties in **North Carolina** plus multiple stops in **Georgia** and **South Carolina**.

School performances

More than **49,923** students served from



17 counties

11 in **NC** | **6** in **SC**

Volunteers

More than **5,762 hours** of service

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

Education programs

More than **5,621** children served through various classes, camps and programs

328 participated in Creative Drama classes

2,008 registered for Summer Camps

502 enrolled in School of Theatre Training

2,394+ Community Involvement Programs, In-school residencies, workshops and Master Classes



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.





The Best Christmas Pageant Ever: The Musical



A Sick Day for Amos McGee

THANKS TO ALL OF OUR DONORS AND SUPPORTERS.

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Executive Producing Partners

(\$50,000 and more)

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North Carolina Arts Council
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(\$1,000 to \$2,999)

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+ Denotes deceased

* Donations made to the Sarah Leggett Peacock Memorial Fund.

**Indicates additional support to the Sarah Leggett Peacock Memorial Fund.



Road Dahl's Matilda the Musical



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photos by John Merrick and Ken Noblezada