

Agenda Item VII. A.

Meeting Date: January 17, 2017

Department: Second Stage | Amherst

Issue: Annual Report from Second Stage | Amherst

Board Action: The Board is receiving an annual report.

Attachment: 2016 End-of-Season Report

Summary: This is an oral report.

Recommendation: None. For information only.

Second Stage | Amherst

2016 End-of-Season Report:

OVERVIEW:

- 16 performances on Second Stage Main Stage and at 2nd Street Farmers' Market
- 46 vendors at summer and autumn markets
- 237 vendor booths at all markets
- 105 performers on stage
- 4,454 audience members in seats
- 1,050 buyers at markets
- 3,300 students in and out of the Center
- 9 full-time tenants in Center

THE MONEY:

PARTICIPANTS' INCOME:

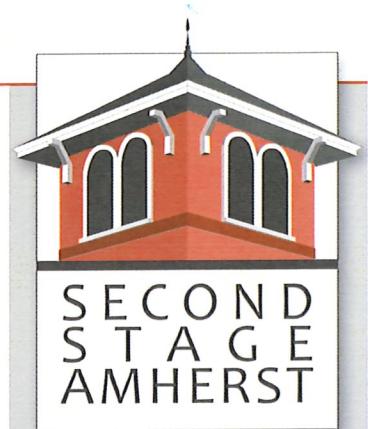
- \$7,410 to talent on our stage
- \$20,001 to vendors at our market

SECOND STAGE INCOME:

- \$10,266 in tenant rentals
- \$11,970 in community rentals
- \$10,033 in sponsorships and donations from the community
- \$2,500 in local government support
- \$5,610 in ticket sales for performances
- \$1,700 in program income
- \$1,960 in market booth fees
- \$30,535 in grants received

SECOND STAGE EXPENSES:

- \$20,545 for operations and payroll
- \$7,410 to pay the talent
- \$1,599 for program costs
- \$7,438 for facilities
- \$22,702 for capital investment in the building





THE COMMUNITY: VOLUNTEERS:

- » IRON members
- » Eagle Scout candidate, Ian Holloway, and his scout troop
- » Sweet Briar students
- » Second Stage Board of Directors and community volunteers

INKIND GIFTS:

- » Harker Painting & Sherwin Williams Paint for restoring metal ceiling
- » Steve Martin for portable HVAC unit
- » John Ingram for theatre lighting consultation and installation
- » El Mariachi & The Brail Patch for Singing in the Season stews



NEW IN 2016:

- » Our first Signature Gala, Stage Lights ... a nod to the Roaring 20s
- » Our first Summer Stage program, a music, songwriting and theatre camp for children ages 6-14
- » Twice-weekly meetings of the "Out & About" Senior Program of the County Rec & Parks
- » Cultivate Amherst! first Strategic Planning Session
- » Main hall and other spaces rented by a community church while they build their own space
- » Our first part-time employee, an Operations Manager



CAPITAL WORK:

- » Kitchen renovated
- » Pews replaced with portable/stackable chairs
- » Main hall ceiling stripped and painted
- » Main hall black-&-white floors revealed and restored
- » New stage lighting installed
- » Stage risers removed
- » Old bathroom plumbing upgraded
- » New HVAC installed in main building
- » New mini-split HVAC installed in offices/studios (*in progress*)
- » New soffits and louvers repaired in tower
- » Exterior doors scraped and painted
- » New signage intalled

