

Sheldon Theatre of Performing Arts

# ANNUAL REPORT

FY 2017







#### Young friends enjoy the many festivities at Koo Koo Kangaroo during the sold-out season opening weekend.



### **EXECUTIVE SUMMARY**

2017 has been a memory-making, record-setting, all-around-inspiring year at the Sheldon.

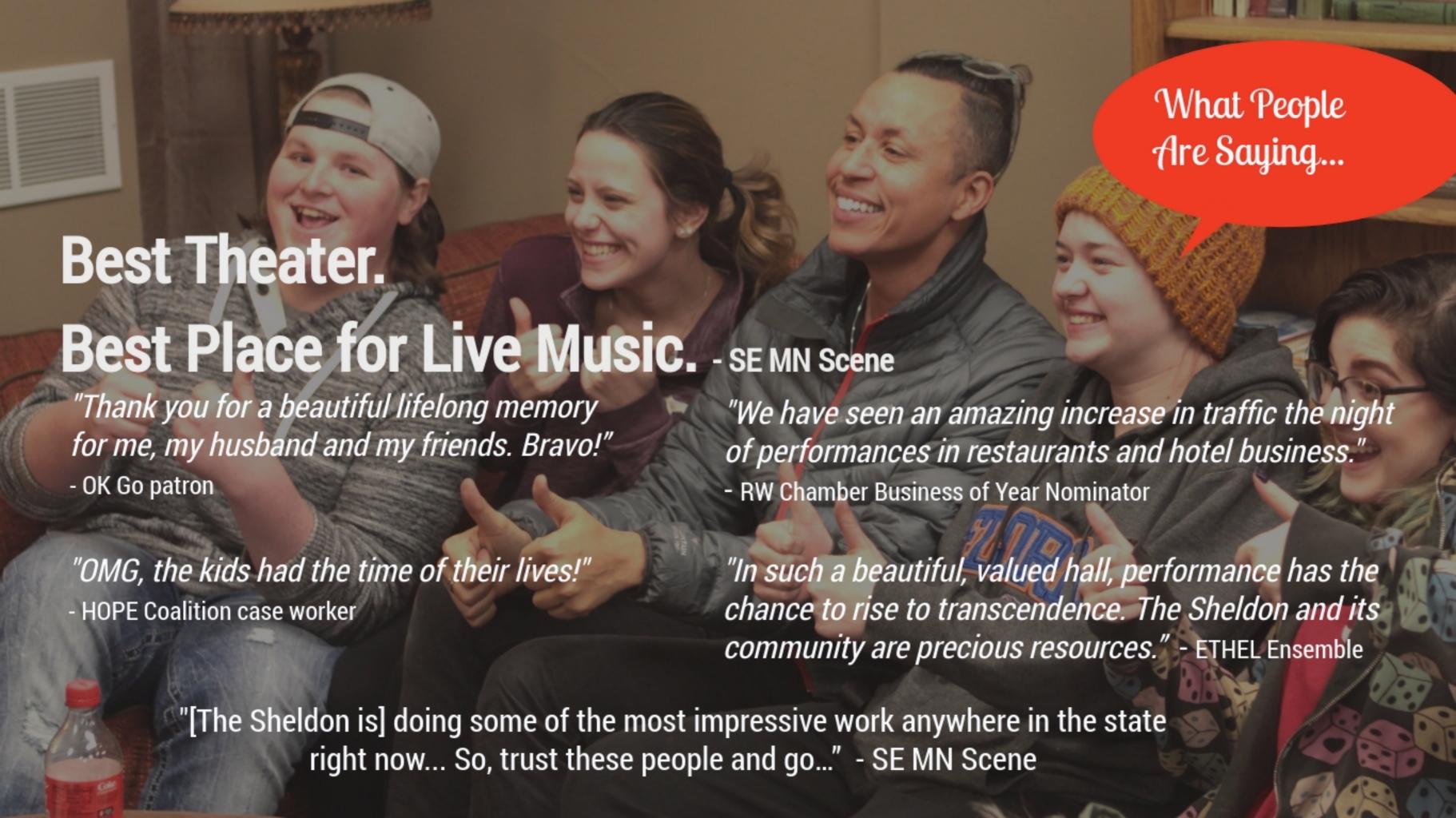
An ambitious, eclectic program has led to record attendance, overwhelmingly positive feedback on events of all types, awards and recognition from peers, a strong mix of returning and first time patrons, increasing investment from donors of all types, and a third consecutive year of operating surplus.

From a place of programmatic and financial stability, the Sheldon is creating new memories for thousands of people with joyful, thought-provoking performances and the gift of quality time spent together. We're building on a powerful 114 year legacy.

In 2018, the Sheldon takes a next bold step into the future of live performance in Southeast Minnesota, as we embark on the final phase of a once-in-a-generation, multi-phase renovation, and a Grand Reopening Season fitting of Red Wing's beloved "jewel-box."

- Bonnie Schock, Executive Director

ENTERTAIN. EDUCATE. ENLIGHTEN.





More sold-out shows and smiling faces than ever before in 2017.



### MAJOR ACCOMPLISHMENTS

**Awards and Recognition** voted "Best Theatre" and "Best Place for Live Music;" named Outstanding Greater Rochester Arts Organization; and voted Red Wing's Tourism business of the year, two years running.

**Expanded Outreach Program** touched the lives of area residents with free workshops, classes, and talks, connecting people of all ages and backgrounds to the craft, stories, and wonder of the works on stage.

New Website Launch & Digital Marketing Efforts led to 50% increase in web traffic, 52% of tickets sold online, and patrons traveling 25 miles or more making up 35 - 65% of an event's total audience.

**Record-Setting Audiences** filled Downtown Red Wing with the largest annual attendance on record, as sell-out crowds cheered, tapped their toes, cried and laughed to powerhouse performances!

**Renovation Funding Secured** after more than a decade of lobbying efforts, \$1.36 million of State Bonding dollars were secured for use towards improvements at the Sheldon.

**Financial Health** with 2017 representing the third consecutive year of operating surpluses between \$30,000 and \$90,000, cash reserves have rebounded from zero to a healthier position. From a place of greater financial stability, the Sheldon is able to innovate, take artistic risks, and grow impact.

#### **EDUCATION AND OUTREACH**

"I would give it 12 out of 10!"
- age 12, residency participant





New connections, friends, skills, and great memories are all made with in-depth residency and education programs like MN Opera Voices of Opera Red Wing Senior Choir (right) and Sofi and the Baladis WorldFest residency visit to Red Cottage Montessorri (above)



### 2017 BY THE NUMBERS

23,950

**Attendees** 

2,380

**Volunteer Hours** 

1,610

K-12

**Matinee Attendees** 



142

**Public Events** 

44

Mainstage

**Touring Events** 

5

Multi-day Residencies



\$1.56 million\*
Economic Impact

\$15.29

**Average Ticket Price Paid** 

Patrons connect with one another in real-time at Sheldon events, making memories that last a lifetime.

\*Data drawn from Americans for the Arts, Arts & Economic Prosperity Calculator 21%

3 year rolling sales average since 2014

Phoenix Theatre Sheldon Brass Band RWHS Musical Area Dance Schools Royal Ambassadors Arts Alive MN State College SE and more...

Local artists and audiences shape unfogettable experiences that resonate right at home, including Phoenix Theatre's 2017 Urinetown (right) and Vanya, Sonia, Masha & Spike (above).



### 2017 FINANCIAL SUMMARY

Operating Revenue	Operating \$ Amount
Ticket Sales	\$259,970
Rental	\$28,160
Fees, Retail, Services	\$91,611
MSAB/RAC	\$146,122
Endowment Draw	\$120,447
Individuals	\$110,462
Private Foundation	\$93,700
Corporate Foundation	\$65,000
Sponsorships	\$22,000
Restricted Other	\$30,736
TOTAL REVENUE	\$968,207

Operating Expense	\$ Amount
Administration	\$158,762
Fundraising	\$79,510
General Program	\$261,673
Mainstage Presenting	\$272,625
Phoenix Theatre	\$22,504
Education Program	\$27,205
Enlighten Program	\$88,138
Rolling River Music Festival	\$26,368
TOTAL EXPENSE	\$936,784

NET PROFIT \$31,423

### **Major 2017 Supporters**









### **2017 Project Supporters**













Phillip S. Duff, Jr. Endowment Fund

### **2017 Series Sponsors**

















## THANK YOU

2017 was a year of expanded reach and organizational confidence building. With major capital investment work right around the corner, the Sheldon is well positioned to maximize impact in both the economic and cultural life of the entire region.

Patrons get up close and personal with artists at parties and special events. At right, a fan takes a selfie with Damian Kulash of Ok Go.

