

2018-2019

ANNUAL REPORT

arvada  center



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From the President and CEO

Arvada Center Supporters,

As the old song says, it was a very good year. Our third year as an independent nonprofit organization ended on June 30, 2019, and I'm pleased to report that we finished with a small surplus, and without the need for additional funding from our most generous benefactor, the City of Arvada.

There are many reasons why a nonprofit arts organization can stray from their approved budget (in either direction). In our case, the biggest unknown is ticket sales for our nine productions of musicals, plays, and children's theatre. Last year, we scored big with several productions, notably *Mamma Mia!*, *Elf – The Musical*, and *The Diary of Anne Frank*. Not only did these productions exceed their revenue goals, but *Elf...* was our highest-grossing production ever, while... *Anne Frank* was the best-attended production in the history of our Black Box Theatre.

Last year saw other milestones as well. We commissioned and produced our first original play—*Sin Street Social Club*, adapted by Jessica Austgen from Aphra Behn's 17th-century comedy, *The Rover* (perhaps the first play written by a woman). We also offered our first sensory-friendly performance of a Main Stage production (*Elf...*)—after several years of such performances of our Children's Theatre productions, it seemed like time to expand the options for those with sensory-processing challenges, and their families or guardians. In our galleries, we presented our third *Art of the State*, an exhibition of the best work in all media by Colorado artists—135 of them, in this case. This exhibition is among the larger and more challenging to mount, so we only offer it every three years.



President's Letter continued on page 02



This past fiscal year also saw the launch of an exciting new initiative, called IDEA—which stands for Inclusion, Diversity, Equity, and Access. As our world grows more diverse, it’s important for us to find ways for everyone to feel welcome and to know that their stories and their voices are equally valued. This initiative is just taking shape, but we’re proud to be partnering with REACH (Respecting Ethnic and Cultural Heritage) as well as with the DITA (Diversity in the Arts) program. REACH is helping us to assess the current state of our work, in order to make recommendations for how we might better serve our region, while DITA has made interns available to us, from under-served and/or marginalized communities. We’ve also hosted events by the Minority and Women’s Chamber Coalition, reached out to the African Leadership Group, and begun discussing ways to partner with the Mexican Cultural Center. Through these partnerships, and others, we hope to build lasting relationships in communities that have in the past not felt served by our organization.

Lastly, we launched a complete rebranding of the Arvada Center—we have a fresh look, which extends not only to a new logo, but to a new articulation of our mission and our values. In the coming months, look for a completely updated website, as well as other manifestations of our rebranding efforts.

Whether you’re new to the Arvada Center, have been with us since we opened in 1976, or fall somewhere in between, your support has made our work possible. We are forever grateful to our patrons, our volunteers, our Board of Directors, our employees, and the community (including, of course, the City of Arvada), for continuing your support, and helping us grow.

Respectfully,

Philip C. Sneed
President and CEO

As our world grows more diverse, it’s important for us to find ways for everyone to feel welcome and to know that their stories and their voices are equally valued.



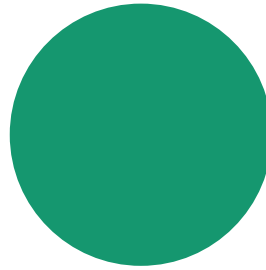
2018–2019 Highlights

Arvada Center Rebrand

The Arvada Center for the Arts and Humanities has a new brand and logo that is multi-faceted and dynamic that accurately represents who we are and what we do. The bold colors of our new logo illuminate the vibrancy that the arts and humanities bring to the lives of our visitors, while the starburst shape emulates the energy and varied nature of our cultural landscape. With a new brand as our backbone, the Arvada Center continues to act as a beacon of creativity in our community. Here, you can truly find your Center.

Main Stage Musicals

In 2018, the Arvada Center saw record-breaking ticket sales for *Mamma Mia!* and *Elf - The Musical* that beat all projections. We also hosted our first sensory-friendly relaxed performance for a Main Stage Musical with *Elf - The Musical*. This performance was a great success as whole families were able to attend together regardless of varying needs.

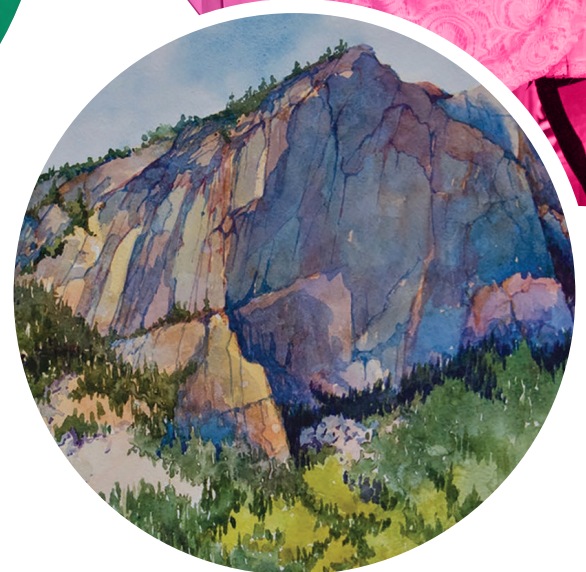


Black Box Theatre

The Diary of Anne Frank was our most successful and highest grossing Black Box play, and it won two Henry awards for Outstanding Direction of a Play—Christy Montour-Larson and Sound Design—Jason Ducat. We also produced the world premiere of *Sin Street Social Club*, written by local talent Jessica Austgen. *Sin Street Social Club* is an adaptation of Aphra Behn's *The Rover*, perhaps the first known play written by a woman.

Art of the State 2019

The Arvada Center hosted the third installation of *Art of the State*, a juried exhibition that presented the artwork of 135 local artists.



Program Areas and Accomplishments

Main Stage Musicals

Mamma Mia!

Elf - The Musical

Trav'lin - The 1930s Harlem Musical
(Regional Premiere)

Black Box Plays

Educating Rita

The Diary of Anne Frank
(Henry Award for Outstanding Direction of a Play—Christy Montour-Larson, and Outstanding Sound Design—Jason Ducat)

The Moors
(Regional Premiere)

Sin Street Social Club
(World Premiere, written by local playwright Jessica Austgen and commissioned by the Arvada Center)



Galleries

2018–2019 Exhibitions

Main Gallery

Virginia Maitland Retrospective,
Art of the State 2019,
48th Annual Jeffco Schools Foundation
High School Art Exhibition

Upper Gallery

Connected by Color,
Art of the State 2019,
Austin Parkhill:
Jeffco Alumni Solo Exhibition

Theatre Gallery

Laura Merage: Nausy Nausy,
Art of the State 2019,
Keith Oelschlager: Jeffco Teacher
Solo Exhibition

2018–2019 Special Events

32nd Annual Fine Art Market Show and Sale
11th Annual ACES (Arvada Center
Education Studios) Show and Sale



Children's Theatre

Seussical the Musical
Ella Enchanted

Education

With extensive educational offerings in drama, dance, ceramics, humanities, music and visual arts, the Arvada Center provides learning opportunities for aspiring artists of all ages, including programs such as ArtStart for preschoolers and Arts for Ageless Adults designed to provide inspiration for creative spirits age 55 and older. The Center's classes, summer camps, and professional-level training programs served 7,119 students in 2018-19.

- 1 Student Matinée—Tuesday morning matinées, as well as school groups, booked into our Black Box and Main Stage theatre productions. Almost 2,000 students were served from nine counties.
- 2 Through a partnership with the Anne Frank Center for Mutual Respect, we designed a workshop and support material for teachers for *The Diary of Anne Frank*. This partnership benefited our teaching artists and cast by providing age-appropriate historical context and ways to process the emotions that arise when learning about the Holocaust.
- 3 The ceramics studio consistently filled classes, and operated at peak capacity last year. We installed a second high-fire gas kiln in October 2018, which enables us to keep up with the volume of students in the program. In January 2019 the studio received a major facelift when new counter tops, cabinets and sinks were installed.



Theatre Academy

The Arvada Center Theatre Academy offers students—from beginning to advanced—year-round training so that they can develop skills and knowledge in all areas of theatre arts. Training culminates each summer in fully-staged drama camps, ranging from three to five weeks. In 2018, the summer drama camp students performed *Oklahoma*, *Junior*, *Mary Poppins*, *Junior*, *Anything Goes*, *Junior* and *Toil and Trouble*. The Musical Theatre Teen Intensive performed *Pippin*. In 2019, *Aladdin* and *Shakespeare and the Muses* were performed.

Front Range Youth Symphony

The Arvada Center's Front Range Youth Symphony Orchestras (FRYS) bring together young musicians from across Colorado's Front Range for unique study and training in orchestral music. Last year, FRYs enrolled 153 young musicians and performed three concerts, which were attended by 1,336 patrons. We implemented the first annual Teacher of the Year award. Seventeen public school teachers were nominated, and Kelley Watts from Ralston Valley High School won the award. 2018-19 performances were *Autumn Serenade*, *Winter Interlude*, and the *Spring Teacher Appreciation Concert*.

Arvada Center Dance Theatre and Dance Academy

The Arvada Center has offered quality dance instruction for four decades in ballet, jazz, modern, tap and hip hop, and is responsible for training countless dancers that have gone on to receive college scholarships and perform in professional dance companies. For 2018, the Ballet division of the Dance Academy mounted a full length original ballet "Island of Memories," an imaginative tale about an island that retains memories and the good and perils that can come with those memories. Other 2018-19 performances were *Dance Like Nobody's Watching* and *Though We Be But Young, We Are Fierce*.



Music

2018 Summer Stage Concert Series

With an impressive line-up of national touring acts and local cultural events in its 1,600-seat amphitheatre, the Arvada Center was one of the region's premier summer destinations in 2018, entertaining more than 16,000 patrons.

Colorado Symphony – *Mozart Under Moonlight*

Hot Club of Cowtown & The Western Flyers

Michael Martin Murphey

Denver Brass – *Good Vibrations*

CJRO – *Basie and Sinatra at the Sands*

The Wailin' Jennys

Colorado Symphony – *Wicked Divas*

Los Lonely Boys

Pat Benatar & Neil Giraldo

Asleep at the Wheel

Toad the Wet Sprocket

Air Supply

FACE Vocal Band

Kerry Pastine & the Crime Scene

Poco, Orleans, and Pure Prairie League

Colorado Ballet – *An Evening Under the Stars*



Jeffrey Siegel celebrated his 31st season at the Arvada Center!

Keyboard Conversations® – *Music From Time of War 1914–1918, The Intimate Beethoven, Chopin in Paris, and Fascinating Rhythms*

Coffee Concerts – *The Miracle of Mozart, The Immortal Melodies of Franz Schubert, Childhood Enchantment, and Bach to the Future*



CJRO Concert Series

CJRO Goes Latin!

Down with the Count: A Basie Bash

Overjoyed – The Music of Stevie Wonder

A Tribute to Maynard Ferguson



Humanities

Continuing its partnership, the Arvada Center and Regis University's Center for the Study of War Experience presented a public history series, *Stories from Wartime*, featuring veterans and civilians sharing their wartime experiences. This year's presentations were *#MeToo and the Military: What Changed?* and *Diversity in the Ranks: Issues of Race in the Military*.

The Arvada Center was the only Colorado organization selected for the National Endowment for the Arts The Big Read grant, which focused on *Station Eleven* by Emily St. John Mandel. In addition, we hosted the Colorado Book and Arts Festival with keynote speaker Peng Shepherd, who wrote *The Book of M*.

IDEA

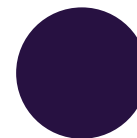
Our board of directors voted that we will be using our IDEA initiative (Inclusion, Diversity, Equity, Access) as a primary factor in everything we do moving forward. In partnership with the REACH Center (Respecting Ethnic and Cultural Heritage), we presented a special training program with Pillsbury House + Theatre that consisted of a series of staged vignettes educating us on inclusive practices, followed by a facilitated workshop. We were also fortunate to have two interns from the new Diversity in the Arts internship program, who gave us their thoughts and advice on how we can create a more inclusive environment in our hiring, programming and audience-building practices.



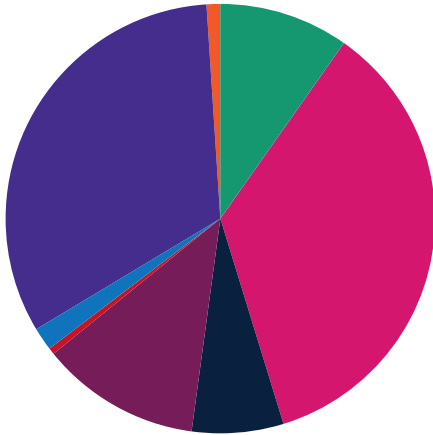
2018–2019 Volunteers

415 volunteers gave 24,688 hours, which is equivalent to \$609,547

Over \$7,100 was donated from concession tip jars, which goes to our Direct Impact Fund, supporting scholarships for students and schools that require supplemental funding.



Arvada Center Financials



Revenues

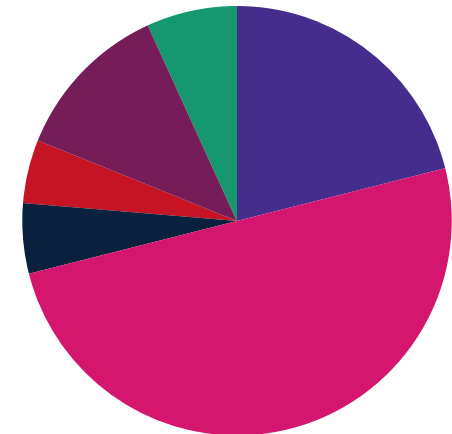
Year Ended December 31, 2018

Scientific and Cultural Facilities District	\$ 1,125,429	10%
Performing Arts	4,133,912	35%
Development	790,529	7%
Education	1,406,327	12%
Gallery / Museum	53,117	1%
Food and Beverage	204,810	2%
City of Arvada	3,776,546	32%
Miscellaneous / Investment Income	119,340	1%
Total Revenues	11,610,010	100%

Expenditures

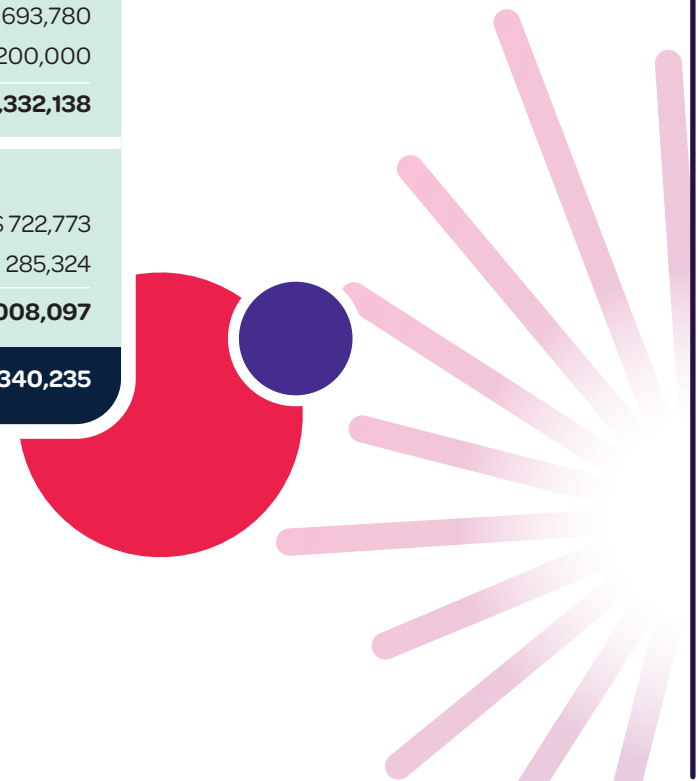
Year Ended December 31, 2018

Administration/Facilities	\$ 2,393,902	21%
Performing Arts	5,643,510	49%
Development	641,094	6%
Marketing/Patron Services	550,569	5%
Education	1,370,835	12%
Gallery Museum	773,509	7%
Total Revenues	11,373,419	100%



Balance Sheet June 30, 2019

	2019	2018
Assets		
Cash and cash equivalents	\$ 2,396,640	\$ 1,928,022
Receivable from the City of Arvada	--	358,770
Prepaid expenses and other assets	273,039	299,984
Certificate of deposit	200,000	200,000
Property and equipment, net	287,431	151,373
Beneficial interest in assets held	412,895	402,086
Total Assets	\$ 3,570,005	\$ 3,340,234
Liabilities and Net Assets		
Accounts payable and accrued expenses	\$ 534,411	\$ 438,358
Deferred performance and other revenue	1,590,906	1,693,780
Note payable to City of Arvada	200,000	200,000
Total Liabilities	2,325,317	2,332,138
Net Assets		
Without donor restrictions	\$ 831,840	\$ 722,773
With donor restrictions	412,848	285,324
Total Net Assets	1,244,688	1,008,097
Total Liabilities and Net Assets	\$3,570,005	\$3,340,235



Statement of Activities June 30, 2019

	Without Donor Restrictions	With Donor Restrictions	Total	2018
Support, Revenues, and Gains				
Performance and other program income	\$ 5,593,356	\$ --	\$ 5,593,356	\$ 4,964,410
Operating support from City of Arvada	3,712,650	63,896	3,776,546	4,087,084
Scientific and Cultural Facilities District	1,125,429	--	1,125,429	1,041,645
Contributions and grants	641,878	148,651	790,529	613,907
Concession sales	274,523	--	274,523	199,175
Less cost of goods sold	(69,713)	--	(69,713)	(50,643)
Net concession sales	204,810	--	204,810	148,532
Interest and other revenue	104,514	--	104,514	70,173
Distributions from the change in value of beneficial interest in assets held by community foundation	6,741	8,085	14,826	13,660
Net assets released from restrictions – other	93,108	(93,108)	--	--
Total revenue, support, and gains	\$ 11,482,486	\$ 127,524	\$ 11,610,010	\$ 10,939,411
Expenses				
PROGRAM SERVICES EXPENSE				
Performing Arts	\$ 5,643,510	\$ --	\$ 5,643,510	\$ 5,434,838
Education and Humanities	1,370,835	--	1,370,835	1,357,222
Exhibitions and Gallery	773,509	--	773,509	775,133
Access and Patron Services	550,569	--	550,569	492,364
Total program expenses	8,338,423	--	8,338,423	8,059,558
SUPPORTING SERVICES EXPENSE				
Administrative and Marketing	\$ 2,393,902	\$ --	\$ 2,393,902	\$ 2,356,646
Fundraising and Development	641,094	--	641,094	563,934
Total supporting services expenses	3,034,996	--	3,034,996	2,920,580
Total expenses	\$ 11,373,419	--	\$ 11,373,419	\$ 10,980,137
Change in Net Assets	109,067	127,524	236,591	(40,726)
Net Assets, Beginning of Year	722,773	285,324	1,008,097	1,048,823
Net Assets, End of Year	\$ 831,840	\$ 412,848	\$ 1,244,688	\$ 1,008,097

Thank You to Our Donors

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Nicholas Johnston, Scenic Carpenter
Paul DiBlasi, Scenic Carpenter/Stagehand
Kenneth Stark, Scenic Carpenter
Corbin Sheen, Stagehand
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Carrie Smith, Stagehand (Children's Theatre)
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Krista Fernandez, Scenic Artist
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Julie Payne, Youth Symphony and
Theatre Arts Education Coordinator
Juana Rocha, Education Assistant

Galleries

Collin Parson, Director of Galleries
and Curator
Kristin Bueb, Exhibition Manager
and Registrar

Philanthropy

Alex Schulze, Associate Director
of Philanthropy
Haley O'Malley, Corporate
Relations Manager
Leslie Simon, Content and Grant Writer
Brenna Clendaniel, Stewardship and
Event Coordinator

Communications and Box Office

Marcus Turner, Director of Communications
Nick Bade, Digital Communications Manager
Sarah Kolb, Digital Communications
Specialist
Amber Gale, Box Office Manager

Office of Advancement

Teresa YoKell, Vice President of Advancement

Sara DeHerrera, Assistant Box Office
Manager
Heather Montoya, Senior Patron
Services Representative
Sophia Koop, Senior Patron
Services Representative
Emily Mullen, Patron Services
Representative
Abygail Rosales, Patron Services
Representative
Susan Tomlinson, Patron Services
Representative
Sabina Ziegler, Patron Services
Representative
Patrick Beasley, Patron Services
Representative
Brendan Kurtz, Patron Services
Representative
Joseph Morando, Patron Services
Representative
Tiffany Lutz, Patron Services
Representative
Gabriel Morales, Patron Services
Representative
Lorene Peters, Patron Services
Representative

Audience Experience

Melanie Mayner, Director of Audience
Experience
Michelle Peterson, Volunteer Services Manager
Deb Sanders, Concessions and Event Manager
Steven Cogswell, House Manager
Donna Chester, Assistant House Manager
Beth Hoffmann, Assistant House Manager
Douglas Murphey, Assistant House Manager
Joyce Murphey, Assistant House Manager
Derek McCracken, Assistant House Manager
Cipriano Ortega, Assistant House Manager

Diversity in the Arts Interns

Cal Meakins
Amberle Nirai

About the Arvada Center

Mission

The Arvada Center celebrates and elevates the human condition with engaging arts, humanities, education, and entertainment that expand the cultural landscape for everyone who visits us.

Core Values

With so much competing for shorter attention spans and limited entertainment dollars, it takes something truly special to stand out. As we focus on drawing new attendees and keeping faithful patrons coming back for more, the Arvada Center maintains an unwavering dedication to these core pillars.

Quality – There’s never a substitute for excellence—especially when it comes to enlightening and entertaining a discerning audience. The Arvada Center consistently elevates all of our arts and humanities offerings in a fiscally responsible way that ensures our long-term sustainability.

Inclusion – Knowing the arts and humanities are for everyone, we embrace the big IDEA (Inclusion, Diversity, Equity and Access). At the Arvada Center, everyone is welcomed. Whether you come to laugh, cry, think or escape, there’s something for everyone. Every time.

Passion – For us, the old adage about “love what you do and you’ll never work a day in your life” is spot on. We LOVE what we do and it shows. We truly cherish the opportunity to create world-class arts and humanities for all.

Creativity – At their core, the arts are about creating something special. Something memorable. Something shareable. The Arvada Center applies our creativity to develop and deliver truly innovative arts and humanities offerings that touch the heart and enrich the mind.

Our Vision

The Arvada Center will be a nationally-recognized leader in creating high-quality arts and humanities experiences that nourish the ability to explore and express the full range of human emotion.

Arvada Center for the Arts and Humanities

6901 Wadsworth Boulevard
Arvada, CO 80003

