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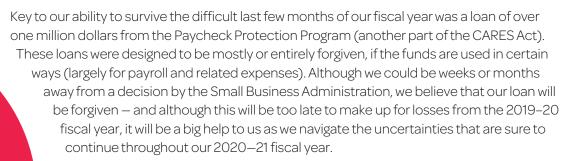
# From the President and CEO

It's been quite a year, to say the least — unlike any in the history of the Arvada Center. Little did we know that we would end up canceling our spring musical, cutting the Black Box Repertory season short (on the very day that the final play was set to open) and shutting the building down for several months. But throughout what has been the most challenging year that any of us have experienced in our professional and personal lives, there has been one constant: our community of patrons, donors, employees, board members, and other volunteers. In short, all of you.

On Friday, March 13, the day that *Small Mouth Sounds* was to have opened in our Black Box Theatre, we made the painful but necessary decision to close our repertory theatre season for what we hoped would be only three weeks, and to cancel our spring musical, *Something Rotten!*, which was due to start rehearsals five days later. By Monday the 16th, we realized that we wouldn't be able to offer any theatre at all for the rest of the season. Within a few weeks, we z all remaining performances (Children's Theatre, concerts, etc.) and all in-person classes. We shut down the building entirely, and most of us have been working remotely ever since. As of this writing, that's been nearly eight months. The damage — to the Center's finances, its workforce, and to so many of you — has been enormous and unprecedented. In the fiscal year ending June 30, 2020, we had a deficit of about \$1.2 million. Seasonal workers, including actors, technicians, and others had their contracts terminated weeks or months earlier than normal. Most staff had to take several weeks of furlough (unpaid time off), while others took significant pay reductions. Unfortunately, some employees were also laid off.

However, we are fortunate to have multiple and generous sources of support. The City of Arvada, to begin with — despite their own challenges, they let us know that their financial support of the Center would not decrease (in fact, through their share of funds from the CARES Act, they were able to offer us additional support for pandemic-related activity). The SCFD remains a major source of funding as well — even though tax collections are down, they're still able to provide significant help. And then there are all of the many individuals and businesses who support us — in fact, many of you responded to our Reignite the Arts fundraising campaign with larger donations than in the past!

We will be here, fulfilling our mission and serving the community, for many, many years to come.



In another positive sign, our staff has stepped up to find ways for us to continue to provide programming for our patrons. Even in the early days of the pandemic, they worked to deliver education programs virtually – including student music and dance concerts – and they were ready in June when we were allowed to hold small in-person classes once again. Other virtual programming was planned, as were small-scale outdoor concerts for the summer months.

I am proud to say that we have also been able to respond – if only (so far) in small, but important, ways – to the worldwide demand for greater social justice. Institutions that have predominantly served only one segment of society are being called upon to embrace equity, diversity, and inclusion, and to serve the entire community. We are responding to that call, and will continue to do so, in more and more visible and significant ways.

Whatever additional measures may prove to be necessary, the Arvada Center will survive this pandemic. We don't know when we can return to "normal" operations — or what that "new normal" will be like. But we will be here, fulfilling our mission and serving the community, for many, many years to come. I feel confident in saying this because of YOU — we have been here for so long because of the support of our community, and it is that support which gives us the strength to keep going, despite all of the many challenges we continue to face. On the behalf of the entire Arvada Center, I want to say "thank you." We are deeply grateful to each and every one of you.

With respect and gratitude,

Mip C. Dent

Philip C. Sneed President and CEO

### **MAIN STAGE MUSICALS**

### Bright Star

Four Henry Award nominations including:

- · Outstanding Production of a Musical,
- Outstanding Musical Direction
- · Outstanding Actress in a Musical for Merideth Kaye Clark
- Outstanding Supporting Actor in a Musical for Dieter Bierbrauer

### A Christmas Carol -The Musical

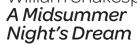
**BLACK BOX PLAYS** 

Neil Simon's Plaza Suite

• Henry Award nomination for Outstanding Scenic Design

Agatha Christie's Murder on the **Orient Express** 

William Shakespeare's *A Midsummer* 





AND

ROGRAMS





12th Annual ACES (Arvada Center Education Studios) Show and Sale

### CHILDREN'S THEATRE

Ella Enchanted
The Velveteen Rabbit

### **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 6,592 students in 2019–20.

EDUCATION HIGHLIGHTS

### **DANCE**

When the COVID-19 pandemic hit, the Arvada Center Dance Academy classes immediately transitioned to virtual delivery via Zoom. Our dance faculty were able to keep a majority of our students engaged for the remainder of the spring session, and still managed to produce our beloved spring recitals — virtually for the first time. "The highlight for dance this season was the virtual movie we made of a story ballet," said Dance Coordinator Christina Noel Adcock. "Lots of schools were being creative, stages outside, performing in parks, but we actually performed a story and I am really proud of that."



### SPARK!

From January to March 2020 through grant-funded support from the Community First Foundation, we partnered with six memory care facilities in Jefferson County to take our music, dance, and visual arts SPARK! workshops out to them so folks who were further along in their memory loss diagnosis had an equal chance to participate in this popular program. The positive feedback from those monthly programs was overwhelming. Individuals who would hardly interact with staff would sing, dance, or happily share information about their lives during the new SPARK! outreach program. We offered 11 programs serving a total of 232 individuals before the spread of COVID-19 no longer allowed us to visit these centers.

### **CAMPS**

In June we shifted our summer camps so that they could be offered through a virtual format. We produced 37 camps across a variety of disciplines — ceramics, dance, drama, digital arts, music and visual arts to 225 students. Education staff put together 127 kits of specialty art supplies that were distributed to families so that their children could fully participate in virtual visual arts camps. We also ran three multi-week drama camps that resulted in virtual recorded performances.

Parents repeatedly reported how grateful

they were that Education staff persevered in delivering high quality arts programming, despite the challenges posed by COVID-19.

### **CERAMICS**

The Arvada Center ceramics studio had its largest enrollment to date in January through March of 2020, with almost 200 adult students attending weekly classes during the Winter session. Due to the Stay at Home order in Colorado, the Spring session was cancelled. All of the registered Spring session students were contacted, and either transferred to the Summer session, given refunds, or they donated their tuition to the Arvada Center. To meet safety guidelines and create a safe environment, the ceramics studio was expanded into another classroom so that students could maintain a minimum of six feet apart during classes. This increased the square footage of the studio by approximately 30%, and class sizes were reduced, which enabled us to offer all of our regular classes. A new measure taken includes iPads for instructors to project their demonstrations to TV screens in the studio. This enables students to watch the demonstration

in detail on the screen so that they do not have





### 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 129 young musicians and performed three concerts, with the spring concert performed virtually for the first time. We implemented the second annual Teacher of the Year award. Seven public school teachers were nominated, and Bryce Melaragno from Lakewood High School won the award.

2019-20 performances were Fall Concert Bringers of Harmony, Winter Concert Winter Potpourri, and Spring Appreciation Concert which was presented virtually. In March, rehearsals moved to a virtual platform and had almost 100% student participation. In order to still present a spring concert, students each submitted a recording of themselves playing a selected song for their respective orchestra. All videos were edited together in a concert format and made available for FRYS friends and family for viewing on an unpublished YouTube channel. 115 students participated.

### **ARVADA CENTER** DANCE THEATRE & DANCE ACADEMY



### **MUSIC**

### 2019 SUMMER CONCERT SERIES

With an impressive line-up of national touring acts and local cultural events in our 1,600-seat amphitheatre, the Arvada Center was one of the region's premier summer destinations in 2019, entertaining 12,409 patrons.

3rd Law Dance/Theater

Wonderbound presents Boomtown with Chimney Choir

Riders in the Sky and Hot Club of Cowtown

Orquesta Akokán with Baracutanga

The Denver Brass: Awesome Summer Mix

Colorado Symphony presents Mozart Under Moonlight

The CJRO plays the Music of Ray Charles with Count Basie

Pat Benatar and Neil Giraldo

Colorado Symphony Comic-Con

George Thorogood and The Destroyers: Good To Be Bad Tour - 45 Years of Rock

Justin Hayward - All The Way Tour

Felix Cavaliere's Rascals

Colorado Ballet - An Evening Under the Stars

Squeeze - The Squeeze Songbook Tour with X

### **CJRO CONCERT SERIES**

The Count Meets The Duke

That 70's Show



# ROGRAMS AND ACCOMPLISHMENTS

### **HUMANITIES**

Humanities programming for the 2019–2020 season exceeded all expectations, with every event surpassing its sales goals. We launched a new literary series of world famous authors brought in by our literary partners and kicked off a months-long celebration commemorating the centennial of the passage of the 19th Amendment granting women the right to vote. Had the pandemic not hit, we anticipated reaching even more audiences with additional literary events and 19th Amendment programming.

### **ARTS & ALES 2019**

Arts and Ales turned a profit for the first time in its three-year history. The event featured a variety of musical acts, local brewers from all over Colorado, interactive arts activities, and 35 artists. Ticket sales reached 1,697 sold and totaled \$23,065.

Quiet No More: A Choral Celebration of Stonewall – Combined choruses of Rocky Mountain Arts Association, The Denver Gay Men's Chorus and The Denver Women's Chorus

An Evening with Holocaust Survivor Irving Roth – in partnership with the Chabad of NW Metro Denver

On Their Shoulders We Stand: 100 Years of Women's Suffrage in the United States – with Pink Progression and League of Women Voters of Jefferson County

### LITERARY SERIES

Salman Rushdie - Tattered Cover Book Store

Augusten Burroughs - BookBar

**Romance in the Rockies** - Jefferson County Public Library

**Catana Chetwynd** – Snug – Tattered Cover Book Store

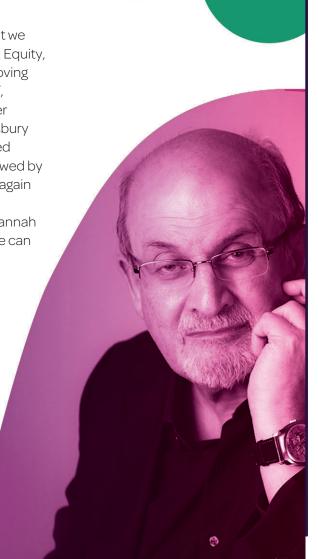
### **IDEA**

Our Board of Directors voted several years ago that we will be using our IDEA initiative (Inclusion, Diversity, Equity, Access) as a primary factor in everything we do moving forward. This has included special training for staff, volunteers and invited guests by the REACH Center (Respecting Ethnic and Cultural Heritage) and Pillsbury House + Theatre that consisted of a series of staged vignettes educating us on inclusive practices, followed by a facilitated workshop. We were fortunate to once again have two interns from the new Diversity in the Arts internship program this summer (Claire Beutler, Hannah Lim), who gave us their personal insights on how we can create a more inclusive environment in our hiring, programming and audience-building practices.

### 2019-20 VOLUNTEERS

450 volunteers gave 16,244 hours which is equivalent to \$401,227.

\$7,795.79 was donated from concession tip jars, which goes to our Direct Impact Fund, supporting scholarships for students and schools that require supplemental funding.



# ...and then the pandemic hit and everything changed.

On March 13th we were telling employees to start working from home and by March 16th the Arvada Center had closed our doors for the safety of our staff and visitors. The third play in our Black Box repertory season, Bess Wohl's *Small Mouth Sounds*, was set to open that Friday and was quickly canceled.

With our doors temporarily closed to the public, the following events were cancelled: all 23 non-preview performances of *Small Mouth Sounds*, all 31 performances of the musical *Something Rotten!*, 22 performances of Agatha Christie's *Murder on the Orient Express*, 22 performances of *A Midsummer Night's Dream*, 18 performances of *The Velveteen Rabbit*, our entire summer concert series of 12 local and touring acts, and all in-person classes scheduled for our spring term. In addition, as we have planned future programming, we will now begin our new season of theatre in February of 2021, effectively cancelling all traditional theatre programming for the remainder of 2020.

We experienced a net loss of revenue of about \$1,200,000 due to these cancellations last fiscal year. We received a Paycheck Protection Program loan in the amount of \$1,013,300 which covered our payroll costs up until July 1.

With this upheaval however, we have found new opportunities to do what we do best — create high-quality programming that our patrons know and love. Alongside many other arts organizations, we have been creating free virtual content such as live arts classes and discussion panels of actors and directors from past Arvada Center productions. In addition to free programs, education staff transitioned many of our classes and summer camps to a virtual format. As we slowly reopen, we have been able to once again host in-person ceramics and dance classes following local government safety guidelines.

new opportunities to do
what we do best — create
high-quality programming
that our patrons
produced an online presentation of
a new musical titled The Wind with

new opportunities to do
what we do best — create
high-quality programming
that our patrons
know and love.

We have found

music, lyrics and book by David Nehls, starring Emily Van Fleet and directed by Lynne Collins that was by invitation-only. We held a new online summer camp called *The Big One-Oh!*, a children's musical specifically designed to be rehearsed, produced and performed entirely online. We also created a reunion video with the cast of *Bright Star* singing "Sun is Gonna Shine" with a special introduction by Carmen Cusack, who originated the role of Alice

on Broadway.

For virtual theatre, we have commissioned local actor/writer Jessica Austgen to write *The Family Tree*, an original virtual holiday play about a family trying to assemble for the holidays despite being hundreds of miles away. This unique format provides us opportunities for immersive technology, additional sponsorships, and a broad geographic reach.

### INNOVATION TASK FORCE

Members: Brenna Clendaniel, Lynne Collins, Amber Gale, Jacob Kenworthy, Emily King, Sarah Kolb, Lisa Leafgreen, Jacinta Lobato, Kim Loiselle, Jon Olson, Collin Parson, Julie Payne, Kimberly Rouland, Leslie Simon, Marcus Turner, Teresa YoKell

After canceling our outdoor summer concert series and theatrical programming, we were left looking at all the outdoor space that we are fortunate to have at the Arvada Center. To more efficiently turn ideas into events, we created the Innovation Task Force who began to reimagine our event spaces. With members of administrative and production staff working together, we have been putting together new programming that meets the ever-changing safety and public health guidelines of our new existence.

### REIGNITE THE ARTS CAMPAIGN

Due to large financial losses due to canceled programming, we knew that we were going to be faced with tough decisions once our Paycheck Protection Program money ran out in July. After figuring out what it would take to keep as many of our staff members on board as possible, we launched our Reignite the Arts campaign which aimed to raise \$1 million by November 1. Not only have our repeat donors been extremely generous, but our employees and so many first-time donors have also helped with what they can. A virtual auction with goods and services donated by our employees, friends and corporate sponsors raised over \$17,000 as part of the campaign.

The backbone and heart of the Reignite the Arts campaign is our new "Humans of Arvada Center" series that showcases the heartbeat of the Center - our people. This campaign created by our Communications team consists of social media posts, deeper dives into each person by journalist John Moore, and culminates in heartfelt videos by our Digital Content Manager Jacinta Lobato that take an in-depth look into the personal struggles and accomplishments of our Arvada Center family. It takes a lot to be open and vulnerable and we feel honored that so many staff members were willing to participate.



# PROGRAMS AND ACCOMPLISHMENTS

### **Amplify & BLACK LIVES MATTER SUPPORT**

As protests flared and civil unrest gripped our country, we felt the need to respond in the only way we can - through arts. This led to our acclaimed series Amplify, a partnership with local actor and director, Betty Hart. Through this partnership, we helped to produce six episodes that featured 30 Black creatives, both men and women, who expressed their experiences around racial inequities through music, performance, dance and spoken word. This powerful series not only gave voice to these individuals living in Colorado, but helped us better understand the challenging climate our country is facing when it comes to systemic racism.

Arvada Center Supports Black Lives Matter:

This is a moment.

In this moment, our hearts break for George Floyd, Ahmaud Arbery, Breonna Taylor, and countless others.

In this moment, we reflect and ask: can we call ourselves inclusive if we remain silent about the heinous injustices taking place in front of our very eyes?

The answer resounds clearly. We take this moment to declare our truth as an organization and to raise our voices against racism and white supremacy.

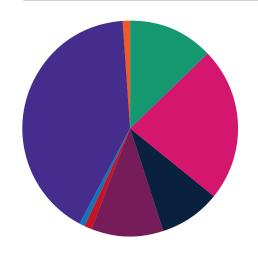
# THIS IS A MOMENT OFTRUTH. WE SEE YOU. WE STAND WITH YOU.

The Arvada Center's mission is to celebrate and elevate the human condition and to expand the cultural landscape for everyone who visits us. We believe art has the power to remind us of our common humanity, to create empathy for those different from us and find connection in the things we share. With that in mind, we hold ourselves accountable to do better, and ask our community to do the same.

We acknowledge our own responsibility and culpability within a society that is inherently inequitable, and how we ourselves have contributed to this inequity. We know that actions are more meaningful than statements.



# Arvada Center Financials



### **REVENUES**

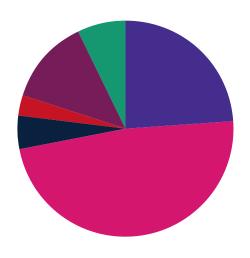
Fiscal Year Ended June 30, 2020

Total Revenues	9,676,058	100%
Miscellaneous / Investment Income	70,199	1%
City of Arvada	3,978,158	41%
Food and Beverage	109,562	1%
Gallery / Museum	56,985	1%
Education	1,107,529	11%
Development	858,385	9%
Performing Arts	2,232,777	23%
Scientific and Cultural Facilities District	\$1,262,401	13%

### **EXPENDITURES**

Fiscal Year Ended June 30, 2020

Marketing/Patron Services  Education  Gallery Museum	382,135 1,355,588 806,666	3% 13% 7%
	<u>'</u>	
Marketing/Patron Services	382,135	3%
	200 125	20/
Development	596,631	5%
Performing Arts 5	5,295,672	48%
Administration/Facilities \$2	2,393,902	24%



FINANCIALS

# Balance Sheet June 30, 2020

	222	2012
	2020	2019
ASSETS		
Cash and cash equivalents	\$1,245,412	\$ 2,396,640
Prepaid expenses and other assets	213,420	273,039
Certificate of deposit	200,000	200,000
Property and equipment, net	533,928	287,431
Beneficial interest in assets held	422,067	412,895
Total Assets	\$ 2,614,827	\$3,570,005
LIABILITIES AND NET ASSETS	<b>4.400.000</b>	<b>A.</b> F. O. A.
Accounts payable and accrued expenses	\$ 499,022	\$ 534,411
Deferred performance and other revenue	976,693	1,590,906
Refundable advance - PPP loan	1,013,300	
Note payable to City of Arvada	200,000	200,000
Total Liabilities	2,689,015	2,325,317
NETASSETS		
Without donor restrictions	(\$345,606)	\$831,840
With donor restrictions	271,418	412,848
Total Net Assets	(\$74,188)	1,244,688
Total Liabilities and Net Assets	\$2,614,827	\$3,570,005

# Statement of Activities June 30, 2020

SUPPORT, REVENUES, AND GAINS	Without Donor Restrictions	With Donor Restrictions	Total	2019
Performance and other program income	\$ 3,397,353	\$	\$3,397,353	\$5,593,356
Operating support from City of Arvada	3,978,158	· 	3,978,158	3,776,546
Scientific and Cultural Facilities District	1,262,401		1,262,401	1,125,429
Contributions and grants	816,718	41,667	858,385	790,529
Concession sales	148,507		148,507	274,523
Less cost of goods sold	(38,944)		(38,944)	(69,713)
Net concession sales	109,563		109,563	204,810
Interest and other revenue	55,706		55,706	104,514
Change in value of beneficial interest in assets held by community foundation	7,803	6,689	14,492	14,826
Net assets released from restrictions – other	189,786	(189,786)		
Total revenue, support, and gains	\$ 9,817,488	\$ 141,430	\$ 9,676,058	\$11,610,010
EXPENSES				
PROGRAM SERVICES EXPENSE				
Performing Arts	\$ 5,295,672	\$	\$ 5,295,672	\$5,643,510
Education and Humanities	1,355,588		1,355,588	1,370,835
Exhibitions and Gallery	806,666		806,666	773,509
Access and Patron Services	382,135		382,135	550,569
Total program expenses	7,840,061		7,840,061	8,059,558
SUPPORTING SERVICES EXPENSE				
Administrative and Marketing	\$ 2,558,242	\$	\$ 2,558,242	2,393,902
Fundraising and Development	596,631		596,631	641,094
Total supporting services expenses	3,154,873		3,154,873	3,034,996
Total expenses	\$10,994,934		\$10,994,934	\$ 11,373,419
Change in Net Assets	(\$1,177,446)	(\$141,430)	(\$1,318,876)	236,591
Net Assets, Beginning of Year	831,840	412,848	1,244,688	1,008,097
Net Assets, End of Year	(\$345,606)	\$ 271,418	(\$ 74,188)	\$1,244,688

## Thank You to Our 2019–2020 Donors

### \$25.000 & Above



Colorado Community Media+



Robert And Lois Gill Family Charitable Fund

Diana W. and F. Michael Kinsey





Xcel Energy

Xcel Energy Foundation

### \$10.000 to \$24.999

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Teresa\* and Ben YoKell

### \$1,000 to \$2,499

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Ms. Sara Alt

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Steve and Jennifer Anderson

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THANK

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Robert Varra

Lynn Whitman

Ken Zinn

Donald Ytterberg

### \$300 to \$499

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Anonymous

Anonymous, in memory of Lee W. Rieger Dr. and Mrs. S. Michael Archer

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- \* Denotes Arvada Center Employee
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Disclaimer: The Arvada Center sincerely thanks any donor whose name was inadvertently omitted from this list. Please call 720-898-7215 with any corrections. Thank you!



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Emily Grace King Galleries Exhibition Manager

# About the Arvada Center

### **OUR STORY**

There's something special about the arts and humanities. Something transcendent. They can enrich who we are and inspire who we want to become. Ultimately, they appeal to the best in all of us, exciting our senses and enhancing our state of mind.

The Arvada Center produces, curates, and creates national-caliber arts, humanities, education, and entertainment that are designed to help you see, hear, feel, and think a little deeper. Here, there's truly something for everyone. You'll find something you can not only relate to, but something that resonates—no matter who you are, no matter where you're from.

### **OUR 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.

### **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

### **CORE VALUES**

### 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.

### **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.

### 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.

### 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.