

SMITH CENTER FOR THE ARTS

2017
ANNUAL
REPORT

The Smith Center for the Arts, Inc. is committed to providing and sustaining diverse arts and education enrichment opportunities for Finger Lakes residents and visitors, while maintaining its historic venue - the Smith Opera House.

VOLUNTEERS

We couldn't do it without our volunteers.

75+ Event Volunteers provide key services and connections to Smith patrons by selling food, drink, tickets and artist merchandise, helping patrons to their seats, scanning tickets and handing out programs. At sold-out events, The Smith has as many as 30 volunteers on hand to ensure the best audience experience possible.

In 2017, non-Board Member volunteers donated about 1,800 hours to The Smith. At minimum wage, the value of that work is \$18,720.

"I started volunteering at The Smith in 2013 to feel more engaged with the arts and give back to my community. I enjoy working in the box office, concessions or wherever I'm needed. I love sharing the history and beauty of the theater with patrons and prospective volunteers by taking them on theatre tours."

—Santa Abraham, volunteer

The Smith's 17 volunteer Board Members and additional Board Committee Members provide invaluable expertise in areas including strategic and financial planning, fundraising and grant management, and legal services.

PROGRAMMING

The main source of The Smith's income is its programming and associated services such as concessions and bar sales.

IN 2017:

21 films brought in **1,672 patrons**

12 live performances brought in **4,246 patrons**

3 Jan Regan Club Series events brought in **193 patrons**

(The Smith's Jan Regan Club Series invites music lovers to experience live performances in intimate settings in and around Geneva.)

5 ArtSmart events brought in more than **3,000 area children and their teachers**

The Smith partners with DSP Shows, an independent concert promotion company, to bring internationally-known performing artists to Geneva. With DSP, The Smith presented near-sellout performances by Steve Earle and the Dukes (December 2017) and Bela Fleck and the Flecktones (August 2017).

The Smith is available for rental and regularly hosts groups presenting concerts, films, meetings, graduations and speakers. The Smith is the performance home to several of Geneva's performing arts groups such as Toeprints Dance Studio, Geneva Theatre Guild, Geneva Concerts, and Geneva Light Opera.

The Smith maintains a close relationship with Hobart and William Smith Colleges, hosting the Colleges' new student orientation, for example, and its annual celebration of dance, *Koshare*.

"DSP Shows loves doing shows at The Smith. The history, the staff and community have been nothing but welcoming. It's a perfect room for us as it echoes our desire to bring perfectly intimate experiences to fans and artists alike in the best sounding rooms in the northeast region. The air-conditioning and coming backstage and bathroom renovations won't hurt either. I expect our use of the building to only grow over the coming years and our partnership to thrive."

—Dan Smalls, Founder and President of DSP Shows

FUNDRAISING

The Smith relies on contributed income and employs the following strategies to raise it:

Annual Membership Drive. Members join at levels ranging from \$60 to \$1,000 and receive benefits such as free movie passes and beverage tickets. In 2017, the membership drive raised more than \$27,000.

Annual Support. Unrestricted gifts and online fundraising campaigns such as ROC the Day and NYGives, returned more than \$10,000 to The Smith in 2017.

Show Sponsorships. Local businesses such as Lyons National Bank and Iversen Construction Corp. gain valuable exposure for their businesses by sponsoring film screenings and live theatrical and musical performances.

Foundation Grants. Grants from organizations such as The Delavan Foundation, Max and Marian Farash Charitable Foundation and Spring Hill Fund at the Rochester Area Community Foundation are an important source of programming and project dollars for The Smith. Grant income in 2017 totaled \$15,625.

"Iversen Construction is a proud supporter of the Smith. As a native of the Geneva area, I recognize what a wonderful asset the Smith Opera House is for our community. And it gives me great pleasure that this historic treasure can showcase the reconstruction talents of our many skilled craftsmen in a facility so accessible to the public."

—Chris Iversen, President of Iversen Construction Corp.

2017 OPERATING RESULTS

Where It Came From & Where It Went

OPERATING REVENUE

Support and contributions	147,000
Earned Revenue	220,000
From Capital and Donor Reserves	115,000
TOTAL support and earned revenue	482,000

EXPENSES

Programs and services	234,000
Fundraising and administration	153,000
TOTAL, excluding depreciation	387,000

Change in unrestricted net assets before depreciation and transfers **95,000**

Depreciation expense	-167,000
Change in unrestricted net assets	-72,000

STATEMENT OF FINANCIAL POSITION

What We Own and What We Owe
as of 12/31/17

OPERATING ASSETS

Current assets	70,000
Property and equipment	1,130,000
Investments, Certificate of Deposit	162,000
Capital and donor reserves	147,000
TOTAL assets	1,509,000

LIABILITIES AND NET ASSETS

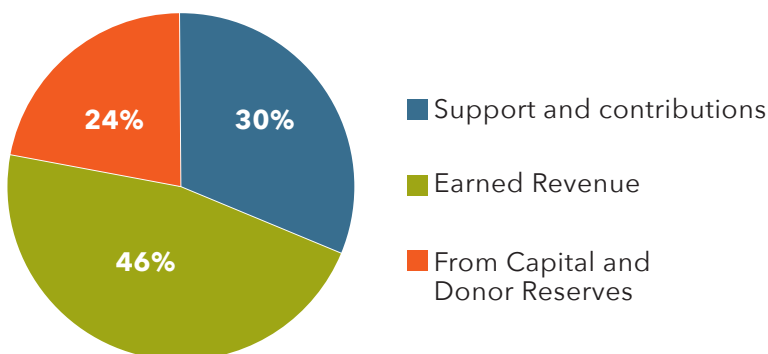
LIABILITIES

Current liabilities	89,000
Total liabilities	89,000

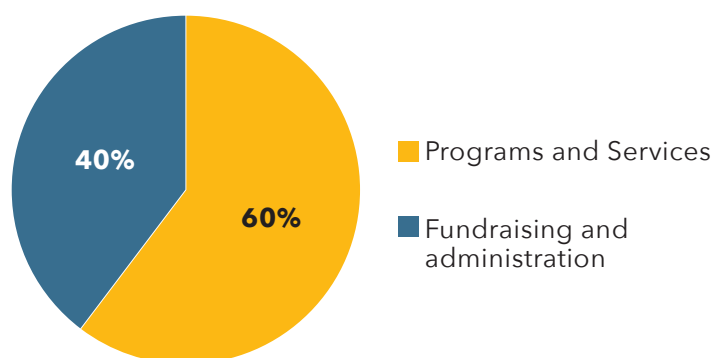
NET ASSETS

Unrestricted net assets	1,252,000
Unrestricted-Board designated	152,000
Temporarily restricted net assets	16,000
TOTAL net assets	1,421,000
TOTAL liabilities and net assets	1,509,000

REVENUE



EXPENSES



SMITH CENTER FOR THE ARTS

HIGHLIGHTS OF GREAT THINGS TO COME FOR THE SMITH...

June 2018: Construction will begin on a mostly state-funded project to renovate lower level restrooms and refurbish artist dressing rooms.

October 2018: Launch of a year-long run-up to The Smith's 125th anniversary. Special programming and events will highlight the deep connection between the City of Geneva and its grand cultural anchor.

As The Smith continues to bring more events of relevance to regional audiences, staff will be added in areas of audience services, fundraising, and building maintenance.

The Smith will prioritize collaboration with downtown Geneva businesses, the Geneva Business Improvement District, and local and regional tourism organizations to bring visitors to our growing city.

"The most significant development in 2017 for the Smith's Board of Directors was Susie Monagan joining us as Executive Director in September, bringing Jan Regan's excellent tenure as Interim Executive Director to a close. Susie's vision for the organization, enthusiasm for the Smith's fit in our region's cultural life, and execution of our mission are exciting. Also of note in 2017 was the work done by the team of professionals, City staff, and volunteers working on the renovation projects that will be underway in 2018. We are fortunate to have the support of so many talented individuals who recognize the Smith's value to our community, support that made 2017 such a positive year."

Mitch Wilber, President

Board of Directors, Smith Center for the Arts

2018 BOARD OF DIRECTORS

OFFICERS

Mitchell Wilber, *Chair*
 Vinny Aliperti, *Vice Chair*
 Harrison Schutzer, *Treasurer*
 Kelby Russell, *Secretary*

DIRECTORS

Martha Bond
 Kirsten Burrall
 Christopher Button
 Patty Gilbert
 Joan Sullivan Grela
 Murray Heaton
 Nancy McDermott
 Mara O'Laughlin
 Jan Regan
 Tony Shelton
 Thomas Thompson
 S. Ford Weiskittel
 Chris Woodworth

STAFF

Susie Monagan,
Executive Director

Terren Waranis,
Technical Director

Karen Miltner, *Volunteer Coordinator/
 Box Office/Marketing Associate*

Jocelyn VanGelder, *Bookkeeper*

Claire Noonan, *House Manager*

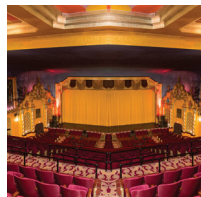
Daril Corsner,
Assistant Technical Director

Corey Percey,
Stage Hand, Maintenance

Dana Gardner,
Custodian

Noah Gardner,
Custodian

Sydney Hill,
Social Media Coordinator



ABOUT THE SMITH

The 125-year old Smith Opera House is one of the oldest operating performing arts theaters in the U.S. and is recognized by the National Register of Historic Places. Called an "architectural gem" by *The New York Times* and the Smithsonian, The Smith has presented a wide variety of performances, from burlesque to Bruce Springsteen. Through classic films on the largest screen in the Finger Lakes, the ArtSmart schoolkids' series for young audiences, and the Smith's Jan Regan Club Series, The Smith seeks to program something for everyone in our diverse community. The Smith is the cultural anchor of community life for Geneva and surroundings, featuring local performances, hosting meetings, and cheering area students as they cross our stage each June for their high school graduations.

The Smith partners with multiple local cultural organizations to provide a "home" for their productions. The Geneva Theatre Guild and Geneva Light Opera call The Smith their home as well as several dance studios that serve the region's children. The Smith presents music concerts in multiple styles and genres and partners with regional promoters to bring internationally known artists to the region. Attendance at these performances range from 100 patrons to a "sold out" 1408!



**SMITH CENTER
 FOR THE ARTS**

**82 Seneca St.
 Geneva, NY 14456
 (315) 781-5483
www.thesmith.org**



@smithoperahouse



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Photos by Cathy Collins,
 Jan Regan, and Neil Sjolom