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 theater 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.

**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.

**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

**“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.
The Smith relies on contributed income and employs the following strategies:

**FUNDRAISING**

- **Volunteers**
  - The Smith's 17 volunteer Board members and additional Board members contribute about 1,800 hours per year.
  - The value of that work is $18,720.

- **Grants**
  - In 2017, non-Board Member volunteers donated about 1,800 hours of service.
  - Grants from organizations such as The Delavan Foundation, Rochester Area Community Foundation, and Max and Marian Farash Charitable Foundation and Spring Hill Fund at the I. M. Peabody Foundation are an important source of programming income.
  - Grant income in 2017 totaled $15,625.
  - Grants are used to cover the cost of materials, facilities, and ad

- **Show Sponsorships**
  - Construction Corp. gains valuable exposure for its businesses by sponsoring shows.
  - The Smith has exclusive sponsorship agreements with local businesses.

- **Membership Drive**
  - A membership drive raised more than $27,000.
  - Members join at levels ranging from $60 to $1,000.
  - They receive benefits such as free movie passes and beverage tickets.

**PROGRAMMING**

- **Film Screenings**
  - The Smith offers frequent film screenings and live theatrical and musical performances.
  - The Smith's Jan Regan Club Series invites music lovers to experience live performances by national acts.
  - Ticket sales are a major source of income.

- **Construction**
  - The Smith maintains a close relationship with Hobart and William Smith Colleges, hosting the Colleges' new student orientation, for example, and its alumni events.
  - The Smith is available for rental and regularly hosts groups presenting events such as films, meetings, graduations and speakers.

- **Community Connections**
  - The Smith is the visual arts hub for the Geneva area, with a growing reputation as a gathering place for the public.

**2017 OPERATING RESULTS**

**REVENUE**

- **Support and contributions**
  - Earned Revenue
  - From Capital and Donor Reserves

- **Expenses**
  - Programs and services
  - Fundraising and administration

**LIABILITIES AND NET ASSETS**

- **Liabilities**
  - Current liabilities
  - Total liabilities

- **Net Assets**
  - Unrestricted net assets
  - Unrestricted-Board designated
  - Temporarily restricted net assets

**STATEMENT OF FINANCIAL POSITION**

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

**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
DarilCorsner, 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!

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Photos by Cathy Collins, Jan Regan, and Neil Sjoblom