

MESSAGE FROM THE BOARD OF DIRECTORS:

The 124th year of the Smith’s existence saw a remarkable collection of performances on stage, on screen, and off site. From the Jan Regan series of concerts at such venues as Club 86 and Bottomless Brewing, to the concerts in the theater such as T.S. Monk, Black Violin, and many other bands, orchestras, dancers, and choral groups-it was an incredible year of cultural events on Seneca Street and nearby. Film series’ spanned themes from dogs (both on the screen and in the audience!) to voting rights. It is rewarding to see the varied interests of so many who find the Smith a special place for special experiences.

And this array of programs had to coexist with the extensive renovations undertaken in the dressing rooms, cabaret, and patron restrooms. We are very grateful to all the parties who designed, constructed and assisted in the funding of these significant improvements. Special thanks to our staff and volunteers who juggled all the challenges of the work in progress with our mission of delighting audiences.

A final highlight has to be the generous support of our community as we launched an effort to fund a \$125,000 endowment for the ongoing maintenance needs of the Smith upon the occasion of the 125th year of operations. Rust never sleeps and aging brings challenges. But the many friends of the Smith who want to keep this gem of the Finger Lakes in good shape are stepping up to deal with the continuing wants and needs of the theater. The great occasions and accomplishments of 2018 are but the prelude to those of 2019 and beyond.

2019 BOARD OF DIRECTORS

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Mitchell Wilber,
President & Treasurer

Vinny Aliperti,
Vice Chair

Kelby Russell,
Secretary

DIRECTORS

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- Martha Bond
- Rebecca Burditt
- Joan Grela
- Murray Heaton
- Nancy McDermott
- Mara O’Laughlin
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- Harrison Schutzer
- Anthony Shelton
- Ford Weiskittel
- Chris Woodworth

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Executive Director

Terren Waranis,
Technical Director

Emily Martens,
Box Office Manager,
House Manager

Jocelyn VanGelder,
Bookkeeper

Sydney Hill,
Marketing Associate

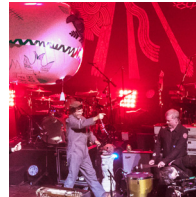
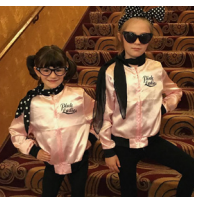
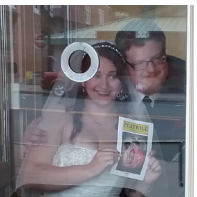
Daril Corsner,
Associate Technical
Director

Corey Percey,
Technical Support,
Maintenance

Sharon Caito-Lackey,
Box Office Associate,
Volunteer Coordinator

Bill Kovacs,
Maintenance Coordinator

Aaron Zettlemoyer,
Custodian



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 present their work on The Smith stage 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

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Photos by Cathy Collins,
Jan Regan, and Neil Sjoblom

SMITH CENTER
FOR THE ARTS

2018
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, such as June 2018’s Judy Collins-Stephen Stills concert, The Smith had as many as 30 volunteers on hand to ensure the best audience experience possible.

In 2018, non-Board Member volunteers donated more than 1000 hours to The Smith. At minimum wage, the value of that work is \$10,400.

“I have been a volunteer at the Smith since June 2016. I volunteer at the Smith because it is essential that our community experience cultural diversity through the arts. While I am not able to financially contribute at this time, I can offer my time in helping the Smith succeed. In my time, I have seen a Christian comedian, a lesbian singer, children’s programs, the RPO, an Irish group, a rap singer, and, most recently, the Mersey Beatles from England. I take pride in volunteering at the Smith, and I encourage others to contribute.”

–Greg Peck, volunteer

The Smith’s 15 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 2018:

43 films brought in just shy of 2,000 patrons
Films were as diverse as the topical documentary, *Trashed*, and the family favorite *The Polar Express*, complete with a visit from Santa.

17 live performances brought in more than 9,000 patrons

3 Jan Regan Club Series events brought in just under 200 patrons
(The Smith’s Jan Regan Club Series invites the public to experience live performances in smaller, more intimate venues in and around Geneva.)

6 ArtSmart events brought in more than 3,300 area children and their teachers to the theatre.
ArtSmart performances included a stage adaptation of Fitzgerald’s *The Great Gatsby* for high school students and *Charlotte’s Web* for the under-8 year old set.

The Smith partners with a variety of promoters, including DSP Shows, to bring national tours to Geneva. Spring 2018, The Smith had a packed concert schedule, hosting, among others, performances by Lyle Lovett and Shawn Colvin, The Decemberists, The Cowboy Junkies, Gordon Lightfoot, Robert Cray, and aforementioned legends, Stills and Collins.

The Smith is available for rental and regularly hosts groups presenting concerts, films, meetings, graduations and speakers. In 2018, The Smith rounded out its repertoire by hosting a congressional candidates’ debate and a wedding.

The Smith was the recipient of funding to develop film and live performance programming that supported Geneva’s Pride Festival (June) and Festival Latino (September). These events had the benefit of developing new audiences while amplifying existing community celebrations.

The Smith maintains a close relationship with Hobart and William Smith Colleges, hosting the Colleges’ new student orientation, screening films that develop themes of academic courses, and employing student interns.

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 2018, the membership drive raised \$38,095, up almost 30% from 2017 membership donations.

Annual Support, includes unrestricted gifts and online fundraising campaigns such as NYGives and ROC the Day. The Smith raised \$30,493 in 2018.

Show Sponsorships. Local businesses such as Lyons National Bank and Bank of the Finger Lakes gain valuable exposure for their businesses by sponsoring films and live performances.

Foundation and Government Grants. Grants from organizations such as The Williams Family Foundation and the Max and Marian Farash Charitable Foundation as well as support from the City of Geneva and the Town of Geneva are important sources of programming and project dollars for The Smith. Grant income in 2018 totaled \$60,000.

2018 OPERATING RESULTS

Where It Came From & Where It Went

REVENUE	
Support and Contributions	643,000
Earned Revenue	381,000
From Fund Reserves	11,000
TOTAL	1,035,000

EXPENSES (excluding depreciation)	
Programs and Operations	354,000
Management and General	156,000
SUB-TOTAL	510,000

Change in unrestricted net assets before depreciation and transfers	444,740
Depreciation expense	-164,000
Change in unrestricted net assets	280,000

STATEMENT OF FINANCIAL POSITION

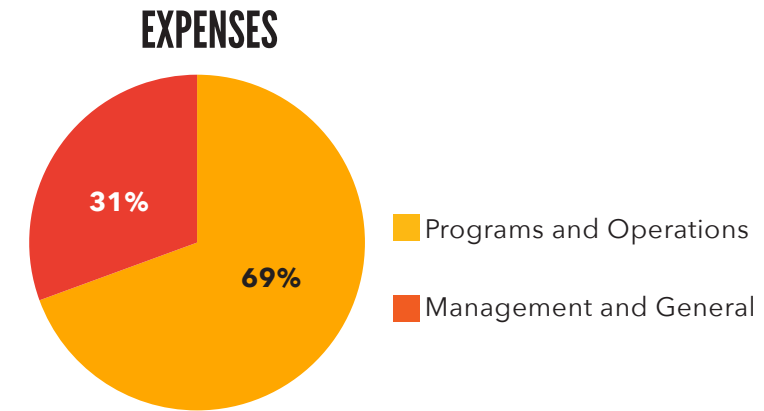
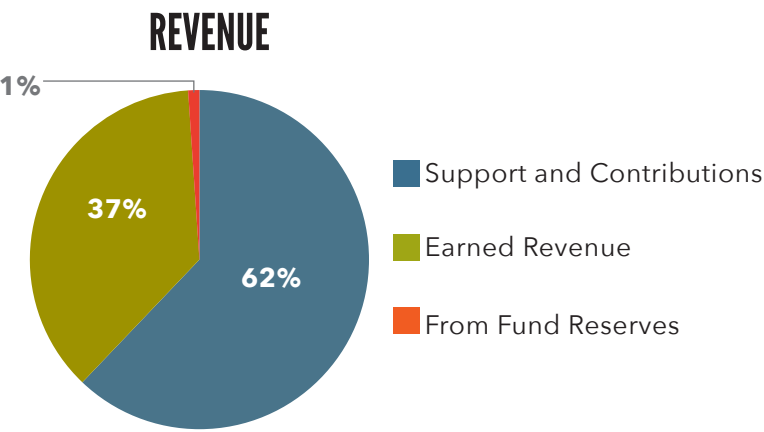
What We Own and What We Owe as of 12/31/18

OPERATING ASSETS	
Current assets	160,000
Property and equipment	1,486,000
Investments, Certificate of Deposit	227,000
Capital and donor reserves	319,000
TOTAL assets	2,193,000

LIABILITIES AND NET ASSETS

LIABILITIES	
Current liabilities	418,000
Total liabilities	418,000

NET ASSETS	
Unrestricted net assets	1,402,000
Unrestricted-Board designated	281,000
Temporarily restricted net assets	91,000
TOTAL net assets	1,775,000
TOTAL liabilities and net assets	2,193,000



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

October 2019: The Smith will throw an epic birthday party culminating with a site-specific, immersive theatre event, bringing the history of the building to life.

October 2019: The Smith will wrap up the “Endowed Support for Continuing Maintenance” campaign, leveraging a matching leadership gift by Brenda and Dave Rickey.

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 Smith is a cultural and architectural treasure. We’re so fortunate to have it here in the Finger Lakes. Bank of the Finger Lakes is proud to support The Smith and its ongoing efforts to bring arts, culture, music and theater to downtown Geneva.” –Mike Briggs, President of Bank of the Finger Lakes.