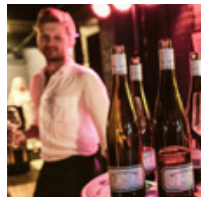


# smith

## CENTER FOR THE ARTS



# 20 ANNUAL 21 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.**

The Smith continues to rely on the generosity of 50+ Event Volunteers to provide key services and connections to patrons by selling food, drink, and tickets, helping patrons to their seats, and scanning tickets.

In 2021, non-Board Member volunteers donated more than 600 hours to The Smith. At living wage, the value of that work is \$9,000.

***"I love the character of the Smith; it's history! I love working with the public and the other volunteers. I always tell folks that the Smith is the jewel of the Finger Lakes."***

—Karen McNamara

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. 2021 presented major obstacles to realizing revenue from these sources.**

In-person film screenings at The Smith were limited in 2021 but the virtual film club gave us opportunities to engage in lively discussions of unique films. Of particular interest was our partnership with the Finger Lakes Film Trail. We accessed their "Race Matters" series and virtually screened and discussed "Race Films" from the earliest days of cinema. In October, we dressed up and ventured out to a screening of the perennial favorite, *The Rocky Horror Picture Show*.

**34 live performances** brought in more than **5000 patrons**.

**Live ArtSmart performances** were suspended in 2021 but we managed to provide virtual educational experiences for a handful of schools.

The Smith hosted the **FLXcursion International Reisling Expo** and other meetings and community celebrations, bringing more than **1500 patrons** through our doors.

Despite the challenges 2021 brought, The Smith partnered with 16 groups to present concerts, films, competitions, recitals, and graduations. The caution, care, and patience with which our partners planned their events was essential to allowing them to go forward. It was a true joy to see our friends and neighbors "roll the dice" and step back into The Smith to enjoy performances.

The Smith received grant funding to present films and live performances that celebrated Geneva's Hispanic Heritage. These events had the benefit of developing new audiences and sharing unique cultural forms such as tango, Dia de los Muertos altars, and traditional Cuban music.

## FUNDRAISING

**The Smith has relied heavily on contributed income during the pandemic. Strategic partnerships steered us through a difficult time:**

**The Smith launched its first 100% online Day of Giving.** A successful and fun event was anchored by matching gifts from Brenda and Dave Rickey and other generous supporters.

**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 2021, the membership drive raised more than \$43,000.

**Foundation grants.** Grants from organizations such as The Max and Marian Farash Charitable Foundation and the Nelson B. Delavan Foundation at the Rochester Area Community Foundation are an important source of programming and project dollars for The Smith. Grant income in 2021 totaled \$42,000. In 2021, the Smith continued its partnership with the Mid-Atlantic Arts Foundation, accessing their Mid-Atlantic Tours fund.

**Government support.** The Town of Geneva is instrumental in providing the Smith with discretionary marketing and operational support. State and federal programs such as the Small Business Administration's Shuttered Venue Operators Grant provided critical support during our time of need.

## FROM KELBY RUSSELL, CHAIRPERSON OF THE SMITH'S BOARD OF DIRECTORS:

2021: a year that feels like it contained a decade. Following the shock and shutdown of 2020, 2021 brought with it the promise of vaccines and a reopening, but also new variants and constantly shifting plans and guidelines.

I'm proud to say that The Smith rose to these challenges and has actually emerged even stronger after navigating through them. Live events cautiously returned to the stage, but with health and safety always put first. New opportunities for The Smith were explored to great success, notably in hosting an international riesling conference in the theater itself. Our staff were kept engaged and employed even in the leanest times, which they have rewarded with their passion and loyalty ever since.

Perhaps of greatest note, The Smith is in the strongest financial position it has ever been following the awarding of several significant grants and loans. The opportunity this presents is not taken lightly. After decades of remarkable investment in the restoration of The Smith, we have begun a process of organizational planning to determine how we can also best invest in our 'soft infrastructure.' This is a serious undertaking, but the result will be more robust staffing and services that set The Smith on the path to thrive and grow for years to come. Watch this space!

# 2021 OPERATING RESULTS

Where It Came From & Where It Went

## REVENUE

Support and Contributions	539,534
Earned Revenue	205,948
<b>TOTAL</b>	<b>745,482</b>

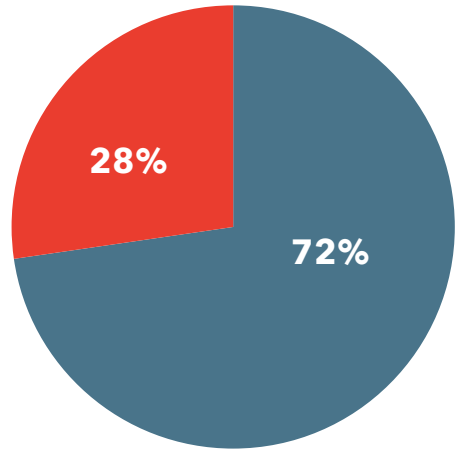
## EXPENSES (excluding depreciation)

Programs and Operations	336,663
Management and General	142,820
<b>SUB-TOTAL</b>	<b>479,483</b>

## CHANGE IN NET ASSETS

<b>Beginning</b>	<b>1,963,702</b>
Excess of operating expenses over revenue & support	265,999
Change in investment value	48,775
Depreciation expense	-137,945
<b>Ending</b>	<b>2,140,531</b>

## REVENUE



■ Support and Contributions  
■ Earned Revenue

## STATEMENT OF FINANCIAL POSITION

What We Own and What We Owe as of 12/31/21

### OPERATING ASSETS

Current assets	591,855
Property and equipment	1,386,411
Investments, Certificate of Deposit	472,692
Capital and donor reserves	254,097
<b>TOTAL assets</b>	<b>2,705,055</b>

## LIABILITIES AND NET ASSETS

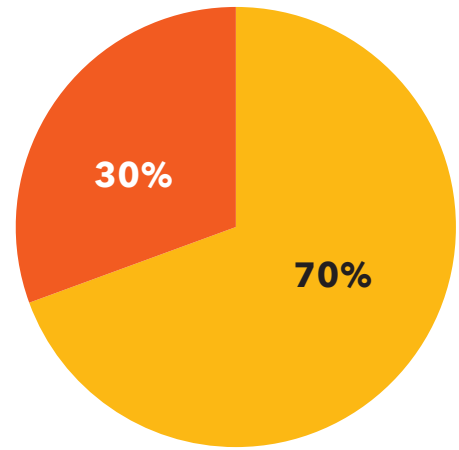
### LIABILITIES

Current liabilities	65,530
Long-term liabilities	498,994
<b>Total liabilities</b>	<b>564,524</b>

### NET ASSETS

Unrestricted net assets	1,571,923
Unrestricted-Board designated	315,917
Temporarily restricted net assets	252,691
<b>TOTAL net assets</b>	<b>2,140,531</b>
<b>TOTAL liabilities and net assets</b>	<b>2,705,055</b>

## EXPENSES



■ Programs and Operations  
■ Management and General



## FROM SUSIE MONAGAN, EXECUTIVE DIRECTOR

2021 marked one of the most challenging years for social gatherings to date, and we look back with pride and gratitude to all those organizations and individuals who allowed us to present nine months of creative programming. From bluegrass to chamber music, step-dance to community singing events, The Smith found a way to bring artistic gems to the Geneva community throughout 2021.

The ban on mass gatherings prevented the Smith from opening its doors during the first quarter of 2021 but, nonetheless, Smith staff got busy recording and distributing concerts and lectures from The Smith stage and presenting virtual gatherings such as the Smith Film Club and Anti-Racist Book Club.

Once The Smith was able to reopen in April, several dance studios and dance competitions took to the stage. The summer featured a string of live music events that showcased performers from a wide range of genres.

Long-lasting partnerships were strengthened and the Smith added live-streaming to its many technical capacities. The Geneva High School class of 2021 crossed the stage to receive their diplomas. The Geneva Music Festival took up residence at The Smith as did Geneva Light Opera (*La Cenerentola*), Geneva Theatre Guild (*Hedwig and the Angry Inch*), Geneva Concerts, and HWS' Kinetic Dance Collective.

Live events continued through the fall including Cuban traditional music from Cortadito, Buffalo Tango Orkestra, and a multi-day live show and interactive song-writing workshop with Americana duo, The Honey Dewdrops. The year finished up with holiday performances from renowned violinist Eileen Ivers, a community singing event with Choir!Choir!Choir! and a performance of The Nutcracker from Ithaca Ballet.

To be honest, 2021 is not a year I would willingly repeat but if *opportunities for personal growth* are to be counted, it was a year of great abundance! I take huge life lessons in the power of appreciation and mutual aid into 2022 and beyond. Geneva is an outstanding community.



## ABOUT THE SMITH

The 128-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 *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 series for young audiences, and by providing a "home" for many of the region's arts organizations, 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 for their graduations.



## 2021 BOARD OF DIRECTORS

### OFFICERS

Mitchell Wilber,  
*Chairperson & Treasurer*

Vinny Aliperti,  
*Vice Chair*

Kelby Russell,  
*Secretary*

### DIRECTORS

Martha Bond

Rebecca Burditt

Karen Goulet

Joan Grela

Murray Heaton

Stephanie Hesler

Beth Johnson

Maiah Johnson-Dunn

Nancy McDermott

Mara O'Laughlin

Anthony Shelton

Ford Weiskittel

## STAFF

Susie Monagan, *Executive Director*

Will Askin, *Associate House Manager*

Ananda Brutvan, *Grant Management, Media Relations*

Daril Corsner, *Technical Director*

Ryan Dickson, *Social Media Coordinator*

Genevieve Hauck, *Box Office Manager*

Brian Iddings, *Maintenance*

Dave Jones, *Custodian*

Lizzie Jones, *Administrative Assistant*

Bill Kovacs, *Maintenance Coordinator*

Corey Percey, *Technical Support, Maintenance*

Jocelyn VanGelder, *Bookkeeper*

Jennifer Wick, *Volunteer Coordinator and House Manager*



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Photos by Kevin Colton, Erica King, and Jan Regan