

## FROM REBECCA BURDITT, CHAIRPERSON OF THE SMITH'S BOARD OF DIRECTORS:

2022 was an exciting year of change and tremendous growth for The Smith. As the following pages will highlight, the past year saw us continuing to rise and recover from the pandemic, all while working on long-term initiatives that will help ensure the strength of our beloved institution for many years to come.

Programming continues to be one of our great strengths, featuring acclaimed artists from around the country and across the globe: from Gujarati folk dances to Irish step, from Melissa Ethridge to the Brothers Comatose, performances at The Smith were vibrant and varied, bringing world-renowned artists to the heart of Geneva. Among The Smith's many offerings throughout 2022 were rich collaborations with other community groups. Fundraisers Brews and Bluegrass and A Sparkling Night at The Smith partnered with the Finger Lakes food and beverage industry, enabling hundreds of attendees to sample local fare and listen to top-notch musical acts while mingling under the theatre's majestic starry sky. And the first annual Geneva Downtown Film Festival worked with the Downtown Business Improvement District to curate an international selection of independent short films, showcasing what our city has to offer during the cold winter months.

Behind the scenes, staff and board members set their sights on The Smith's future. For much of 2022, strategic planning was well underway, with conversations ranging from the overall health of the organization to long term goals. Membership continued to grow, as did audience numbers, throughout the year, and a host of generous grants helped us to achieve our vision of being a cultural anchor and historic treasure for everyone, in Geneva and beyond.

I am proud to be a part of this amazing community of staff, volunteers, patrons, and guests. All play a crucial role in making sure that The Smith continues to thrive. Here's to many more years of working together!

## ABOUT THE SMITH

The 129-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 surrounding areas, featuring local performances, hosting meetings, and cheering area students as they cross our stage for their graduations.



Sometimes our boldface names are in the audience instead of on stage! Here Former Secretary of State Hillary Clinton and New York Governor Kathy Hochul share a laugh at the National Women's Hall of Fame Induction Ceremony.

## 2022 OPERATING RESULTS

*Where It Came From & Where It Went*

REVENUE	
Support and Contributions	204,648
Earned Revenue	378,865
<b>TOTAL</b>	<b>583,513</b>
EXPENSES (excluding depreciation)	
Programs and Operations	504,102
Management and General	166,115
<b>SUB-TOTAL</b>	<b>670,217</b>

## CHANGE IN NET ASSETS

<b>Beginning</b>	<b>2,140,531</b>
Deficit from operations	-86,704
Change in investment value	-73,059
Depreciation expense	-125,824
<b>Ending</b>	<b>1,854,944</b>

## STATEMENT OF FINANCIAL POSITION

**What We Own and What We Owe**  
as of 12/31/22

OPERATING ASSETS	
Current assets	300,510
Property and equipment	1,318,119
Investments, Certificate of Deposit	423,484
Capital and donor reserves	369,040
<b>TOTAL assets</b>	<b>2,411,153</b>

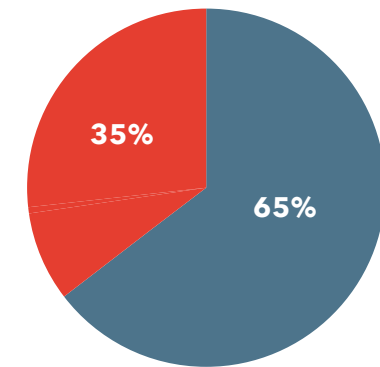
## LIABILITIES AND NET ASSETS

<b>LIABILITIES</b>	
Current liabilities	56,209
Long-term liabilities	500,000
<b>Total liabilities</b>	<b>556,209</b>

<b>NET ASSETS</b>	
Unrestricted net assets	1,485,904
Unrestricted-Board designated	169,676
Temporarily restricted net assets	199,364

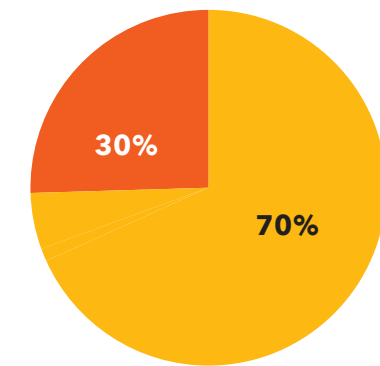
<b>TOTAL net assets</b>	<b>1,854,944</b>
<b>TOTAL liabilities and net assets</b>	<b>2,411,153</b>

## REVENUE



■ Earned Revenue  
■ Support and Contributions

## EXPENSES



■ Programs and Operations  
■ Management and General



The Legendary José Feliciano played the Smith in October and helped Geneva celebrate Hispanic Heritage month.



When HWS' Stern Family Forum brought political commentators Chris Christie and James Carville to Geneva, the Smith was the perfect venue. CBS news journalist and Hobart grad Bill Whitaker moderated the lively discussion.

## 128 YEARS...AND COUNTING!

Thanks to generous donors, The Smith maintains a modest endowment. The majority of these funds are invested so that the organization can annually draw down a small portion of earnings to pay for the costs of routine maintenance on the building.

In 2022, The Smith's endowment funds mirrored the broad market declines for both equities and bonds. The cumulative balance of \$344,000 in three Vanguard accounts in January closed out the year in December at \$272,000, a decline of 21%. The unrealized loss in values was offset somewhat by \$6,000 in reinvested dividend income. Despite the 2022 decline, the investments retained unrealized gains of 14% since their inception.

The Smith was the recipient of a significant New York Main Streets program grant. The total cost of the funded capital projects will be just under \$400,000. The Smith will be responsible for funding 25% of this total. Projects include installing in-theatre platforms that will make the theatre-going experience more accessible to those who use wheelchairs and other mobility devices.

## VISION STATEMENT:

**The Smith Board of Directors will create a future in which The Smith:**

- Is the marquee performance venue in the Finger Lakes and established anchor of downtown Geneva.
- Galvanizes the cultural vibrancy of its community through its programming, resources, and by actively removing barriers to participation.
- Partners with other institutions and individuals to realize a collaborative, just, and sustainable community.
- Cultivates a robust network of staff, directors, volunteers, and patrons that shapes the institution's evolution while maintaining its fiscal and organizational strength.

## PURPOSE STATEMENT:

The Smith has served as the cultural anchor of our community for generations. As a gathering place where people from around the world can engage with the arts, exchange ideas, and work toward collective change, our magnificent Opera House embodies the power of shared experience and creative expression to bring us closer together.

## 2022 BOARD OF DIRECTORS

Martha Bond  
Rebecca Burditt, *Chair*  
Sim Covington  
Robb Flowers  
Shanelle France  
Karen Goulet  
Joan Grela  
Stephanie Hesler  
Beth Johnson  
Maiah Johnson-Dunn  
Nancy McDermott, *Secretary*  
Jennifer Menges  
Mara O'Laughlin  
Kelby Russell  
Anthony Shelton  
Ford Weiskittel  
Mitch Wilber, *Treasurer*

## STAFF

Susie Monagan, *Executive Director*  
Will Askin, *Associate House Manager*  
Ananda Brutvan, *Grant Management, Media Relations*  
Daryl 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, House Manager*



*Mission Statement: With a diversity of partnerships, The Smith hosts performances, events, and celebrations that catalyze creativity and engage the Finger Lakes community. The Smith is committed to the stewardship of its stunning theater and ensuring its relevance to today's artists and audiences.*

## FROM SUSIE MONAGAN, EXECUTIVE DIRECTOR

The Smith's partnerships are only as strong as the values that flow between them, the trust, professionalism and genuine caring that make our organization and community thrive.

The beginning of the year found us still in "recovery" mode, finding the resources to keep rolling with the punches that the Covid pandemic laid out. As the public health picture improved, we made a concerted effort to look to the future and hired a consultant to guide us in a Strategic Planning process. Thanks to the dedication of the Directors of the Smith's Board and several data-mining techniques, including a community-wide survey, the organization made real headway in understanding obstacles and opportunities ahead.

The planning continues and is a welcome and necessary step away from the moment to moment attention a busy performance calendar and needy historic building require. Taking the mile-high view was a great legacy of the "pause" of Covid; as Geneva and the Finger Lakes take exciting new strides in getting on the statewide, and even national, radar, The Smith wants to be part of the action, creating reasons, every week, for visitors and residents alike to mix and mingle in our historic venue. As we look ahead, the need to grow earned revenue (ticket sales, concession and bar sales, etc.) emerges as job #1. You can help us in this effort by walking through our doors and showing off our magnificent theater to a friend (or ten! custom tours available!).

Late in 2022, The Smith held its first "State of the Smith" public presentation, a finger on the pulse of the health of the organization. We presented highlights from 2021, including the organization's fiscal performance. We also took time to acknowledge the immense contributions of two great Smith friends: the late Rich Erwin who was the organization's Executive Director from 1989-1999 and Murray Heaton who gave decades of his blood, sweat and tears (and professional knowledge!) to keep the venue afloat through the years.

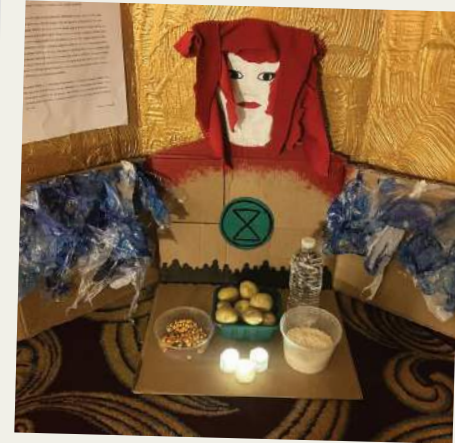
Rich and Murray both knew a thing or two about establishing and maintaining networks of value. We continue their legacy.

## PARTNERSHIPS

The Smith helped found **Alive Downtowns!**, a coalition of 13 downtown historic performing arts centers across Upstate New York. These facilities serve over five million people annually and are the heartbeat of their respective downtowns. The combined annual economic impact of the 13 theaters is \$900,000,000. The Smith's Executive Director has been meeting with our elected officials to underline the role our theaters play in making our cities safer, more lively, and more economically viable.

The Smith was the subject of **Historic Geneva's** "Then and Now" Series. In a public program, Karen Colizzi-Noonan shared her voluminous knowledge of the theatre's years as part of Shine's enterprises network of movie theaters; Professor Chris Woodworth shared fascinating vignettes from the theater's earliest days as a venue for live performance as well as the speakers of the day.

The Smith helped launch the **Geneva Business Improvement District's** Geneva Downtown Film Festival, an event that drew film submissions from all over the world and attendees from throughout the region. Later in the year, the Smith's lobby provided space for local artisans to sell their wares as part of the BID's citywide Holiday Market.



The Smith collaborates regularly with Hobart and William Smith Colleges. Students from the "Chicana Feminism and Visual Culture" class used the Smith as a gallery to display their Day of the Dead altars.



Some of our volunteers are incredible artists and have shared their talents with the passersby on Seneca Street by decorating The Smith's storefront windows. (Display by Karen McNamara.)



The Bros Comatose brought their west coast Bluegrass to The Smith in June.



The Chinese Acrobats stunned Smith audiences by their feats of derring-do, bringing to their performances thousands of hours practicing tumbling, juggling, and balancing.



Geneva Music Festival brought the Jeff Hamilton Trio to the Smith's stage. GMF is one of the many local organizations with which the Smith partners by providing a venue and professional staff.

Photos by Jan Regan, Kevin Colton

## VOLUNTEERS

**We couldn't do it without our volunteers.**

The Smith grew its volunteer corps to 66+ in 2022 and relied heavily on the individuals who give of their time and provide key services and connections to patrons by selling food, drink, and tickets, helping patrons to their seats, and scanning tickets.

2022 total number of volunteers 66

2022 total number of volunteer hours 1,522

In 2022, non-Board Member volunteers donated more than 1500 hours (an increase of more than 150% over 2021) to The Smith. At living wage, the value of that work is \$24,352.

## PROGRAMMING

The main source of The Smith's revenue is its programming and associated services such as concessions and bar sales. While 2022 underperformed compared to pre-Covid levels of shows and attendance, the year proved far more successful than we had planned for, exceeding our budget projections by 50%.

**The building sprang back to life with:**

- 11 FILM SCREENINGS (784 overall attendance)
- 4 ARTSMART shows (1683 overall attendance) included "Grace For President", based on the popular children's book. The ArtSmart children's educational performance series is made possible through the generous support of Lyons National Bank and the Nelson B. Delavan Foundation at the Rochester Area Community Foundation.
- 7 EVENTS (2868 overall attendance). These include graduations, meetings, and celebrations.
- 41 LIVE SHOWS (13,791 overall attendance). These included the summer blockbuster shows of Melissa Etheridge, Mary Chapin Carpenter, and Lyle Lovett and His Large Band.

The Mid-Atlantic Arts Foundation's Mid-Atlantic Tours fund allowed The Smith to bring to Geneva Garba 360, a fascinating demonstration and instruction of a traditional Indian dance form featuring full audience participation.

## FUNDRAISING, GRANTS, AND SPONSORSHIPS:

**The Smith has a range of strategies to raise donated dollars from a variety of sources.**

- Membership program. Members join at levels ranging from \$60 to \$1,000 and receive benefits such as free movie passes and beverage tickets. In 2022, 200 members donated nearly \$33,000.
- Annual Fund. Giving in 2022 exceeded \$84,000
- Foundation grants. Grants from organizations such as The Max and Marian Farash Charitable Foundation are an important source of programming and project dollars for The Smith. Grant income in 2022 totaled nearly \$23,000.
- Government support. The Town of Geneva is instrumental in providing operational support. The New York State Council on the Arts provided \$49,500 in operational support, a welcome safety net as we navigated away from Covid.

### Fundraising events:

The Smith launched two new successful fundraising events in 2022, capitalizing on the excitement and excellence of our local beverage entrepreneurs. Together, the following three events grossed The Smith \$72,388.

- **A Sparkling Night: A Midwinter Masquerade**, sponsored by Hancock Estabrook, brought several local purveyors of sparkling wine together with local chefs and a lively musical combo in an elegant evening celebrating the arts, our community, and 1920's style.
- Thanks to the generosity of Canandaigua National Bank and Brenda and Dave Rickey, our spring online **Day of Giving** was once again a roaring success. #fillthesmith
- Fall of 2022, we launched **Brews and Bluegrass**, a meeting of passionate makers and drinkers of craft beer sponsored by Massa Construction. Local breweries shared samples of their latest tastes and the evening topped off with the lively sounds of a bluegrass band.



Removing the cork from a 15 liter bottle of champagne looks easy enough but proved a challenge and kept our **A Sparkling Night** fundraiser revelers impatiently waiting for a taste!



A new fundraiser for The Smith, **Brews and Bluegrass** pulled the food, beverage, and music communities together to celebrate our historic building.