



2020 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.



FROM MITCH WILBER, CHAIRPERSON OF THE SMITH'S BOARD OF DIRECTORS

Some will see 2020 as a lost year for the Smith. But our losses pale in comparison to the lives lost, the businesses jeopardized, the careers and educations interrupted. Our condolences to all who suffered greatly from the pandemic.

Once the theatre went dark the paramount asset at risk was our staff. The most important accomplishment of 2020 was the preservation of the team that makes the Opera House the venue it is. The Board of Directors is grateful for their sacrifice and creativity through all the year's challenges. We'll reach the other side of the pandemic ready to light the stage again because of their resilience.

There's no question our balance sheet took a hit. But we aren't compromised. The previous generosity of our supporters provided fund balances we drew on. Federal programs helped with cash flow. The philanthropy that was a response to the reality of our circumstances was incredible.

We look forward to welcoming patrons back in 2021.

PROGRAMMING

The Smith's ability to generate earned income was severely curtailed when we closed our doors in March 2020. Despite this challenge, we were able to develop a slate of programs that allowed us to stay connected to our audiences.

- The Smith Film Club brought shared screenings and conversations moderated by Subject Matter Experts. Highlights were "Roma" and the documentaries "Good Trouble" and "American Factory."
- The Smith Sessions allowed area musicians such as Danielle Ponder and Richie and Rosie to take to the Smith Stage and make professional recordings of their songs to share with their online audiences.
- HWS Theatre Professor Chris Woodworth revamped her popular Smith history tours as the Ghost Light Tours, video vignettes of the fascinating stories of our historic building.
- The Smith's version of TED Talks, the Smith Speaker Series brought fascinating speakers from throughout the Finger Lakes to share what they know from the Smith Stage. Topics included trash, magic realism, and Nazi spies!
- The Smith launched a subscription-only Patreon channel as a place to access many of the above-mentioned programs.

LIVE PERFORMANCES

Though we began the year with several high energy live events including Geneva's celebration of the life of Martin Luther King, Jr. and performances by the High Kings, The Golden Dragon Acrobats, and The Red Hot Chillii Pipers, our shutdown postponed highly-anticipated shows by artists such as Melissa Etheridge and David Crosby.

The Smith enjoyed a brief but restorative alliance with the visionaries behind Supernatural Lake in Interlaken, bringing live performance to an outdoor venue on Cayuga Lake. Unfortunately, this initiative, too, was eventually closed down by New York State.

ARTSMART

This popular educational theatre program started with a bang on a snowy February weekend with The Mermaid Theatre of Nova Scotia's production of Eric Carle's "The Very Hungry Caterpillar," starring beautiful puppets. A few weeks later schools throughout our region closed to stop the spread of the virus and the Smith cancelled the remainder of the year's planned, in-person ArtSmart productions. Our producers worked with us over the summer to develop a series of virtual experiences at all grade levels that could be accessed directly from the safety of the student's classroom or home.

MOVIES

Before the shutdown, The Smith presented several movies on the largest movie screen in the Finger Lakes, including a screening of "The Big Lebowski," marking the "Day of the Dude." In the fall, we monitored Ontario County case counts and opened our doors briefly to show the "Rocky Horror Picture Show" to a small, but enthusiastically-costumed crowd.

We sorely missed the graduations, recitals, meetings, and performances that bring our regular patrons and partners through our doors.

FROM EXECUTIVE DIRECTOR, SUSIE MONAGAN

What was it like walking through the historic Smith Opera House during the height of a global pandemic? What was it like waving to familiar, if masked, faces from across Seneca Street? Lonely? Sad? Maybe a little comforting? We went through 2020 together, even if each of us has had a different set of emotions, needs, opinions, and even facts, guiding our decisions and actions. The arts provoke difficult conversations, lay bare glaring contradictions, comfort us in time of need, and deliver us to other places and times. We are so proud to be part of the ancient tradition of connecting artists and audiences, and continuing the work of making meaning of our world, that same world that was so deep in crisis this year. We've all dug deep to find the resilience to relearn, reframe, and recommit to what we do. We're here for you, Geneva.

2020 OPERATING RESULTS

REVENUE

Support and Contributions	180,040
Earned Revenue	57,506
TOTAL	237,546

EXPENSES (excluding depreciation)

Programs and Operations	191,796
Management and General	128,489
SUB-TOTAL	320,285

Change in Net Assets

Beginning	2,182,210
Excess of operating expenses over revenue & support	(82,739)
Change in investment value	43,027
Depreciation expense	(178,796)
ENDING	1,963,210

STATEMENT OF FINANCIAL POSITION

OPERATING ASSETS

Current assets	143,960
Property and equipment	1,524,356
Investments, Certificate of Deposit	408,154
Capital and donor reserves	109,669
Total Assets	2,186,139

LIABILITIES and NET ASSETS

LIABILITIES

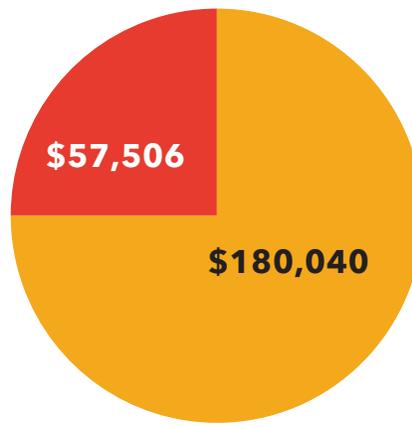
Current liabilities	34,898
Long-term liabilities	187,539
Total liabilities	222,437

NET ASSETS

Unrestricted net assets	1,644,464
Unrestricted-Board designated with Donor Restrictions	215,487
TOTAL net assets	1,963,702

TOTAL LIABILITIES AND NET ASSETS	2,186,139
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REVENUE



Support and Contributions

Earned Revenue

EXPENSES



Programs and Operations

Management and General

2020 BOARD OF DIRECTORS

OFFICERS

Mitchell Wilber,
Chairperson & Treasurer
Vinny Aliperti, *Vice Chair*
Kelby Russell, *Secretary*

DIRECTORS

Martha Bond
Rebecca Burditt
Joan Grela
Stephanie Hesler
Murray Heaton
Beth Johnson
Nancy McDermott
Mara O'Laughlin
Harrison Schutzer
Anthony Shelton
Ford Weiskittel

STAFF

Susie Monagan,
Executive Director

Daril Corsner,
Technical Director

Emily Martens,
*Box Office Manager,
House Manager*

Jocelyn VanGelder,
Bookkeeper

Ryan Dickson,
Marketing Associate

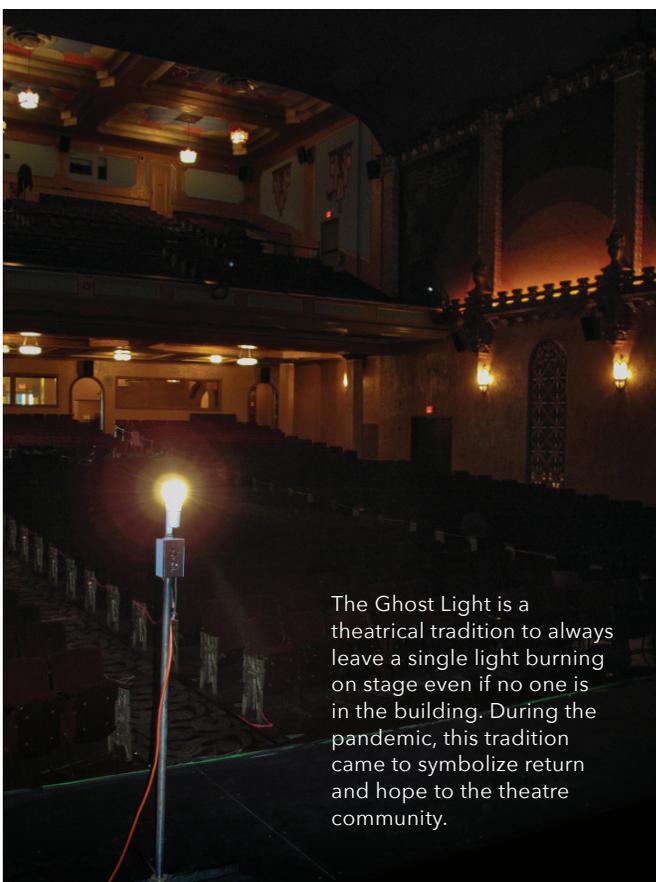
Corey Percey,
*Technical Support,
Maintenance*

Sharon Caito-Lackey,
*Box Office Associate,
Volunteer Coordinator*

Bill Kovacs,
*Maintenance
Coordinator*

Brian Iddings,
Maintenance

Amelia King, *Custodian*



The Ghost Light is a theatrical tradition to always leave a single light burning on stage even if no one is in the building. During the pandemic, this tradition came to symbolize return and hope to the theatre community.

FUNDRAISING

Never has The Smith relied so heavily on contributed income and the generosity of our neighbors, friends, businesses, foundations, and, this year, all levels of government.

Annual Membership Drive. Members join at levels ranging from \$60 to \$1,000. In 2020, the membership drive raised more than \$36,000. Other donated income, including participating in the Rochester-based ROC the Day online giving event, garnered The Smith more than \$50,000 in 2020.

Government support. The Town and City of Geneva provided the Smith with discretionary marketing and operational support. The City of Geneva sponsored 2020's "Golden Dragon Acrobats" and helped us launch our virtual, online "Smith Speaker Series" and "Smith Session" programs.

- The Smith applied for and received a Paycheck Protection Program grant to cover payroll expenses.
- The Smith received a low-interest EIDL (Economic Injury Disaster Loan) from the Small Business Administration.
- The City of Geneva allowed the Smith to access funds through the New York State Main Streets program to make building improvements such as updated aisle lighting, new entry and lobby doors, and wall repairs.

Business support. Lyons National Bank and the Fair Game program supported the 2020-2021 ArtSmart program which brought online programming to school children throughout our region. Finger Lakes Federal Credit Union provided The Smith with a much-needed grant to cover new equipment and supplies related to virus mitigation.

Grants. Organizations such as The Max and Marian Farash Charitable Foundation, Nelson B. Delavan Foundation, and Geneva Rotary are an important source of programming and project dollars for The Smith. Grant income in 2020 totaled more than \$27,000.