

GOALS

In order to be sustainable, The Smith must continue to be a valued community resource that is relevant to each new generation of creators and audience members. As the pace of change accelerates, The Smith needs to implement, support and maintain systems and practices that will sustain the organization as a 21st century not-for-profit workplace while continually seeking reasons for every member of the county to cross our threshold at least once a year. As we move away from a "reactive" response to change, we seek to marry flexibility with solid footing so that we can better anticipate our successes and stumbling blocks. A well-tuned organization will allow us to deliver our mission to its fullest potential. The Smith will be successful if it:

- 1. **exhibits fiscal responsibility.** Each year, the Smith Board of Directors works with Smith staff to create an organizational budget that projects increased revenue coming from both donated and earned sources and expenses in line with balancing the budget. Monthly reporting, review, and discussion reveal our progress in meeting our financial goals.
- 2. **continues to grow its participation base.** The Smith pursues strategies to broaden programming and employ promotional tactics that will engage as many audience members as possible and from an ever-widening geographical area. The effectiveness of these strategies is measured by our ticket sales data.
- 3. **elevates its brand and profile in the Finger Lakes region.** The Smith will continue to seek media opportunities throughout central NY and to advance programming and stories that are "newsworthy." Additionally, The Smith will continue to put its funding case before funders, donors, and government entities that seek to advance the performing arts and the economic health of Upstate New York's downtowns.

FROM REBECCA BURDITT,
CHAIR OF THE BOARD OF
DIRECTORS

It's been quite a year for The Smith! 2023 was driven by wide-ranging, innovative programming that complemented key internal developments. Throughout the past year, The Smith Board of Directors and Executive Director embarked on a strategic plan and worked with consultants in order to map out a sustainable, dynamic path for future growth. We have worked hard to realize these plans, and The Smith is stronger than ever. I am proud to be a steward of our magnificent opera house, and I thank you for being a part of our vibrant community!



The Smith fosters strategic partnerships with many performing arts institutions in the region that do not have a permanent home for their performances. Geneva Concerts has been presenting a season of concerts at The Smith for decades. Pictured is their Darragh Carr Dance concert.

2023 OPERATING RESULTS

Where It Came From & Where It Went

REVENUE

Support and Contributions	331,816
Earned Revenue	477,191
TOTAL	809,007

EXPENSES

Programs and Operations	617,819
Management and General	198,869
SUB-TOTAL	816,688

CHANGE IN NET ASSETS

Beginning	1,854,944
Change in investment value	+48,731
Ending	1,895,944

STATEMENT OF FINANCIAL POSITION

What We Own and What We Owe
as of 12/31/23

OPERATING ASSETS

Current assets	327,106
Property and equipment	1,391,749
Investments	713,054

TOTAL assets	2,431,909
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LIABILITIES AND NET ASSETS

LIABILITIES

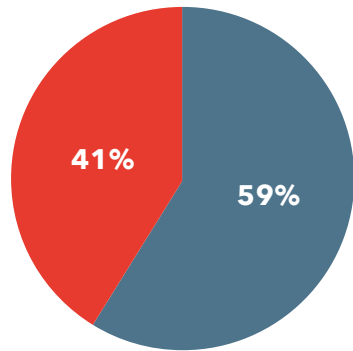
Current liabilities	41,904
Long-term liabilities	494,011
Total liabilities	535,915

NET ASSETS

Unrestricted net assets	1,527,319
Unrestricted-Board designated	120,580
Temporarily restricted net assets	248,095

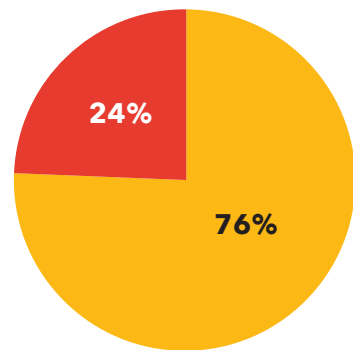
TOTAL net assets	1,895,994
TOTAL liabilities and net assets	2,431,909

REVENUE



- Earned Revenue
- Support and Contributions

EXPENSES



- Programs and Operations
- Management and General



The Smith seeks to give our youngest patrons an unforgettable experience at the theatre. Pictured are revelers at our annual watch-a-christmas-movie-in-your-jammies day!

The Smith helped launch "Peace Week" in May. In addition to yoga and meditation classes in the dance studio, The Smith's lobby became the site of the creation of a Tibetan Buddhist sand mandala by the Ven. Tenzin Yignyen.

NEW DEVELOPMENTS:

Planning

2023 was the year of continuing the strategic planning process we began in 2022 with the help of an external consultant. Our first "Wildly Important Goal" centered on shoring up fundraising efforts by hiring a consultant to help us draft a fundraising plan and creating a new staff position to direct fundraising efforts.

The second goal we identified focused on stabilizing our human resources by beginning the process of creating a staffing, compensation and benefits plan including formal policies and procedures.

Capital Investments:

With the help of the New York State Council for the Arts (NYSCA), The Wyckoff Family Foundation and the Fred L. Emerson Foundation, we put a new roof on the Opera House.

Work continued on the New York Main Streets project that refreshed our 3rd floor rental properties, upgraded our stage-lighting to an energy-saving LED system, and brought our number of accessible seats from 8 to 24.

NYSCA also provided funding for the Smith to begin the laborious process of revamping our website. Each year we invest in our communications infrastructure in order to stay in step with the expectations of 21st century audiences.

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.

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.

2023 BOARD OF DIRECTORS

- Annie Bickham
- Martha Bond
- Rebecca Burditt, *Chair*
- Carol Cain
- Sim Covington
- Rob Flowers
- Shanelle France
- Karen Goulet
- Joan Grela
- Stephanie Hesler
- 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*
- Ari Corsner, *Technical Director*
- Ryan Dickson, *Social Media Coordinator*
- Alletta Gentry, *Box Office Manager and Marketing Associate*
- Dave Jones, *Custodian*
- Lizzie Jones, *Administrative Assistant*
- Mo Percy, *Assistant Technical Director*
- Jocelyn VanGelder, *Bookkeeper*
- Jennifer Wick, *Volunteer Coordinator and House Manager*

ON THE COVER: The Smith has established an effective relationship with FLX Local Media in co-promoting shows that fit their media station formats. December's Beatles vs. Stones was a smash hit and a very fun, singalong night at the theatre.



2023 ANNUAL REPORT

FROM SUSIE MONAGAN, EXECUTIVE DIRECTOR

There are many ways The Smith impacts its local community and provides the “common good” necessary to maintain our not-for-profit status. One of these is the direct and measurable way our activities impact our local economy.

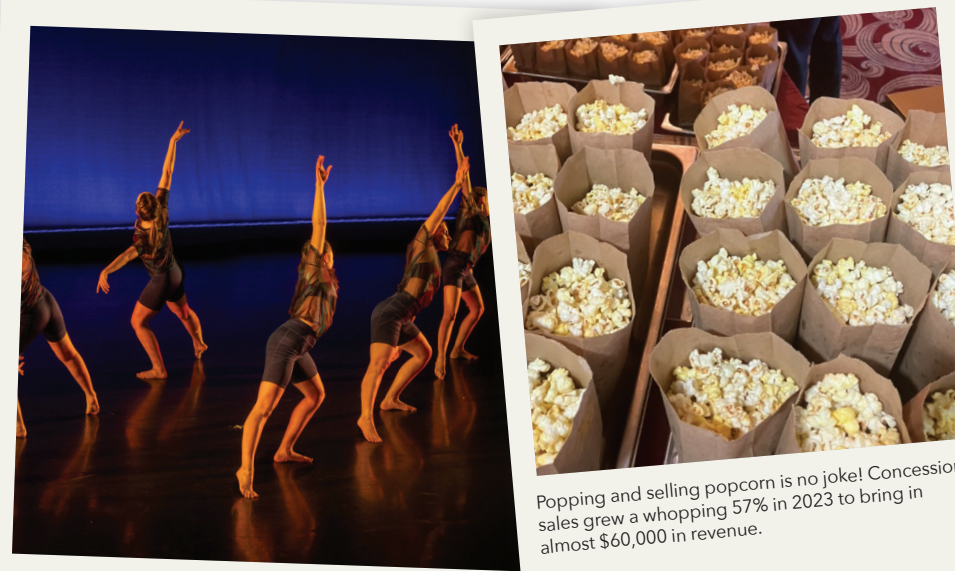
Please take a look at the results of Americans for the Arts’ Arts & Economic Prosperity IV Calculator, a tool for estimating the economic impact of organizations such as The Smith. After plugging in attendance and spending figures, the tool enumerates the trickle down impact of that organizational and patron spending on the local economy and, even, tax revenues.

Live performance events are key attractors, providing an important focal point to the tourism landscape. Though tourists tend to spend more than double what local residents spend while visiting downtown, even Genevans meet friends at local restaurants before or after a show at The Smith.

Spending at The Smith creates a ripple effect and dollars are multiplied as they are spent throughout the economy on lodging, meals, gifts, transportation and more.

The Smith presented more than 75 events in 2023: some were more locally focused, some drew audiences from more than 100 miles away. Locational data of ticket buyers from events such as Celtic Christmas and Beatles vs. Stones help us understand the geographical spread of our patrons and how to reach them and keep them engaged. Ultimately, our goal is to provide every patron with an experience so delightful and meaningful that they'll choose to come back and see us again.

Though the Smith’s primary reason for being may not be to boost Geneva’s economy, it is heartening to see how direct an impact our activities have on our hardworking neighbors in establishments throughout the city. Supporting The Smith supports the growth and vibrance of Geneva’s Downtown.



In 2023, The Smith hosted several dance competitions, bringing thousands of young dancers from throughout the region to Geneva. It also continued its partnership with dancers from Hobart and William Smith Colleges in presenting the fall Kinetic Dance Collective concert (pictured).

Popping and selling popcorn is no joke! Concessions sales grew a whopping 57% in 2023 to bring in almost \$60,000 in revenue.

ARTS & ECONOMIC PROSPERITY IV
ECONOMIC IMPACT OF THE NONPROFIT ARTS & CULTURE INDUSTRY > CALCULATOR

Based on a population of less than 50,000, The Smith’s total expenses of \$816,688, and the total attendance of 23,392, The Smith’s TOTAL ECONOMIC IMPACT is calculated as follows:

	Total Expenditures	FTE Jobs	Household Income	Local Gov’t Revenue	State Gov’t Revenue
Nonprofit Arts and Culture Organizations:	\$816,688	24.5	\$598,036	\$28,886	\$34,987
Nonprofit Arts and Culture Audiences:	\$525,618	13.1	\$263,450	\$26,160	\$25,424
Total Industry Impact: (Sum of Organizations and Audiences)	\$1,342,306	35.2	\$861,486	\$55,046	\$60,411

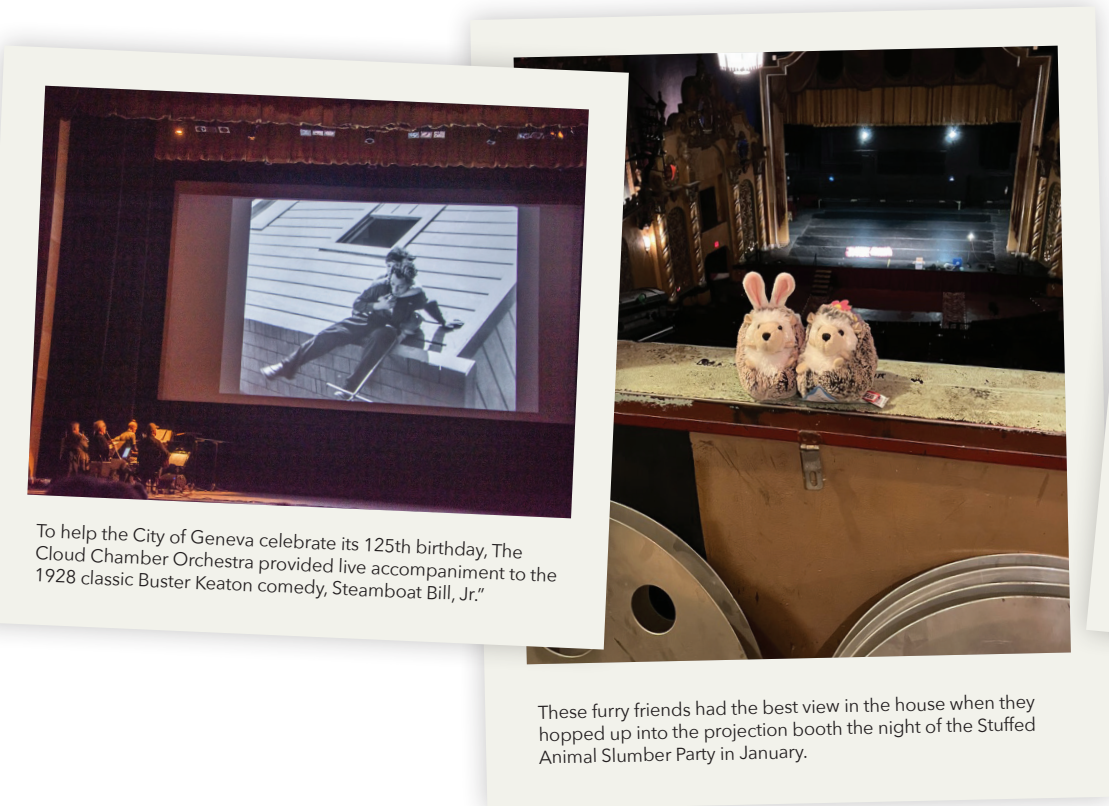
VOLUNTEERS
We couldn’t do it without our volunteers.

The Smith grew its volunteer corps by 18%, totaling 77+ in 2023. The Smith trained and scheduled 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.

2023 total # of volunteers 77

2023 total # of volunteer hours 1,526

In 2023, non-Board Member volunteers donated more than 1500 hours to The Smith. At living wage, the value of that work is \$34,039.



To help the City of Geneva celebrate its 125th birthday, The Cloud Chamber Orchestra provided live accompaniment to the 1928 classic Buster Keaton comedy, Steamboat Bill, Jr.”

These furry friends had the best view in the house when they hopped up into the projection booth the night of the Stuffed Animal Slumber Party in January.

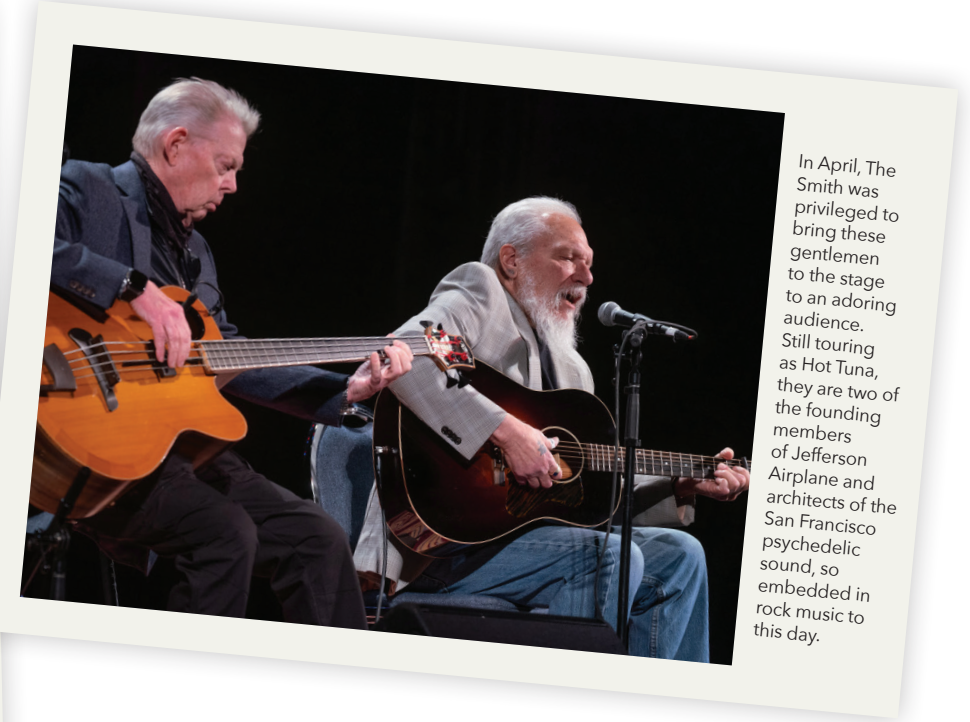
PROGRAMMING

The main source of The Smith’s revenue is its programming and associated services such as concessions, merchandise, and bar sales. Our attendance in 2023 was the following, almost 25% above 2022 attendance:

- 31 LIVE PERFORMANCE EVENTS: 14,174 attendees
- 5 ARTSMART PRODUCTIONS: 3,504 attendees
- 19 FILMS: 1,135 attendees
- 20 OTHER (Meetings, graduations, celebrations, etc.): 4,579 attendees

Overall, The Smith presented 18% more events than we did in 2022.

Because The Smith is a presenting (not producing!) organization, our season is the result of the creative curation of rentals, promoter-presented shows and those we book directly. We seek to blend styles, genres of music, dance and theatre in order to bring a wide and deep array of live performance opportunities to the people of the Finger Lakes. 2023 brought tradition-steeped performances such as **Airmen of Note** to the stage as well as as world-renowned jazz bassist **Christian McBride**.



In April, The Smith was privileged to bring these gentlemen to the stage to an adoring audience. Still touring as Hot Tuna, they are two of the founding members of Jefferson Airplane and architects of the San Francisco psychedelic sound, so embedded in rock music to this day.

Photos by Jan Regan, Kevin Colton, David Olivares

Through excellent programming, The Smith seeks to not only improve the lives of Geneva residents and visitors, but to offer a platform for organizations and artists to express their creativity on a professional stage. Not only does the Smith provide professional skill and experience in the technical aspects of presenting performances but also in the “front of house” operations such as ticketing, house management, and promotion, so critical to supporting the work on stage.

In 2023, The Smith joined the Mid-Atlantic Arts’ Jazz Touring Network (JTN). “JTN expands the presentation of jazz throughout the mid-Atlantic region while ensuring regional programming reflects the vibrancy and diversity of the current field of jazz. Members take part in professional development activities and work together to block-book a series of jazz tours each year.” www.midatlanticarts.org/opportunity/jazz-touring-network/

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 2023, 200 members donated more than \$40,000.
- Annual Fund.** Giving in 2023 exceeded \$30,000
- 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 2023 totaled more than \$131,000.
- Government support.** The Town of Geneva provides the Smith with key operational support. The New York State Council on the Arts provided \$49,500 in operational support.

Fundraising events:
The following three fundraising events grossed The Smith \$63,715.

- 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. It was an elegant evening celebrating the arts, our community, and 1920s 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.
- Our Fall fundraiser, **Brews and Bluegrass**, is a meeting of passionate makers and drinkers of craft beer. Local breweries shared samples of their latest tastes and the evening topped off with the lively sounds of a local Zydeco band.



Affectionately known as the “Gang of 5”, these men helped save the Smith from demolition in the 1970’s and begin its path toward becoming a not-for-profit organization. A mini-reunion in 2023 was facilitated by Professor Chris Woodworth.

Yes, it’s true that Bruce Springsteen has played at The Smith definitely two (but maybe three?) times but it is Dave (pictured) who is the Boss of keeping the Smith clean and well-maintained.