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February 10, 2011

Toby LaFrance
Financial Operations Supervisor
City of Tigard
13125 SW Hall Boulevard
Tigard, OR 97223

Dear Toby,

Thank you to The City of Tigard for its generous support of The Broadway Rose Theatre Company over the years! Our 2010 Season was a great success. We served a record number of patrons (42,343) and received excellent reviews.

Now we're about to kick off our 2011 season, opening tonight with *Joseph and the Amazing Technicolor Dreamcoat* at our New Stage. This year marks our 20th anniversary of successfully producing professional musical theater in Tigard. It's quite a milestone for us!

We wouldn't be where we are if not for the support of our patrons, donors, foundations and local government. Your funding is vital to the success of our organization, and we look forward to a continued partnership with you.

Enclosed is our 2011-2012 Community Events Funding Request. If you have any questions regarding the application or accompanying materials, please don't hesitate to call me at 503-603-9862. I'm happy to provide any additional materials you may need.

Thank you for your consideration.

Best Regards,

Sharon Maroney
Artistic Director

CITY OF TIGARD, OREGON
13125 SW HALL BLVD.
TIGARD, OREGON 97223
503-639-4171

FY 2011-12
COMMUNITY EVENTS FUNDING REQUEST

Due: February 11, 2011

Event Name: The Broadway Rose Theatre Company
Address: PO Box 231004
City, State, Zip: Tigard, OR 97281
Contact Name: Sharon Maroney
Telephone Number: 503-603-9862
E-mail address: brtcs@aol.com

1. Request (express in whole dollar amounts only)

Cash	\$10,000
In-Kind Services	\$0.00
Total Request	\$10,000

2. Purpose of Funding Request:

The Broadway Rose Theatre Company requests funding from the City of Tigard in order to continue to provide Tigard residents with exceptional, professional, musical theater at an affordable price. 2011 marks The Broadway Rose's 20th anniversary and third year-round season. Our audience has grown dramatically since our move to year-round programming, and we now serve over 40,000 patrons each year (42,343 in 2010). Foundation and civic support are vital to the success of our organization if we are to sustain the high quality of programming and services we provide. Your support is evidence of our value to the community, and it sends a strong message to other funders we approach.

We have a fantastic lineup of shows this year:

New Stage Theater

Joseph and the Amazing Technicolor Dreamcoat (2/10 – 3/13)
I Left My Heart: A Salute to Tony Bennett (4/14 – 5/8)
Fiddler on the Roof (8/17 – 8/20)
I Love You Because (9/22 – 10/16)
A Very Merry PDX-mas (11/23 – 12/18)

Deb Fennell Auditorium

Hairspray (6/30 – 7/24)
Ripper (8/3 – 8/21) **WORLD PREMIER**
Rumpelstiltskin (8/10– 8/13)
The Frog Prince (7/13– 7/16)

The Broadway Rose also has extensive youth outreach programming including our Student Technical Internship Program (offering paid internships to local high school students interested in pursuing a career in technical theater); Drama Camps (children 8-12 yrs old perform in the ensemble of our children's

shows, with seasoned professionals, in the 600-seat Deb Fennell Auditorium); Musical Theater Workshop for Teens (participants learn all aspects of technical theater and performance from guest artists, culminating in a fully staged production of a musical); Free Children's Musical to over 3,500 elementary students in the Tigard/Tualatin District; and Discounted Tickets (\$5.50) to our children's shows for over 1,000 YMCA youth.

3. How will this event benefit the Tigard Community?

As the only (locally produced) musical theater company in WA County and the Portland metro area, we provide a unique service to local residents and are a vital cultural organization in the community.

- The Broadway Rose has operated without debt since 2001. We have a proven track record of responsible fiscal management and pass the savings on to our patrons by maintaining affordable ticket prices. With season subscription packages that range from \$18/show - \$28.75/show, and children's show tickets that are \$8, seniors and families can regularly participate in the arts.
- We bring thousands of people to Tigard for our programming. We served 42,343 patrons in 2010. 12,588 of them were Tigard residents. The rest of them (29, 755) came from other areas in WA County, Multnomah County, Clackamas County, and cities as far away as Corvallis, Longview and Eugene.
- In 2010 we estimate 2,200 visitors will attend from areas 50 miles away or more. Washington County Visitors Association estimates that tourists spend an average of \$122/day; therefore, our 2,200 out-of-town patrons will generate \$268,400 in tourism-related commerce for Washington County.
- We have built strong relationships with other downtown Tigard businesses that have benefited from our presence in the community. Our New Stage is conveniently located off of Highway 99, and many of our audience members patronize nearby Tigard restaurants before and after our shows, including Davidson's Casual Dining, Café Allegro, and Fanno Creek Brew Pub, to name a few.
- Entering our 20th year of producing theater in Tigard, The Broadway Rose has developed strong relationships with patrons, vendors, and 30 corporate sponsors, many of whom have been with us for more than a decade. Five new sponsors joined us in 2010, and one new sponsor (Fred Meyer) has already joined us for 2011.
- We provide important youth outreach programs to the children in our community. The majority of students chosen for our Student Technical Internship Program come from the Tigard/Tualatin School District. Each spring we also provide a free educational children's musical to over 3,500 elementary students in the Tigard/Tualatin School District.
- We offer need-based scholarships to our youth drama camps and teen musical theater workshop for those who could otherwise not afford it. Most of these children come from Tigard neighborhoods located near our theater. We also offer significantly discounted tickets to our children's shows for over 1,000 YMCA youth.
- We invite residents and staff of Woodland Heights Assisted Living and Our House to the final dress rehearsal of our summer season opening show.
- Through our partnership with the Arts and Literacy Program, each summer we sponsor a design contest for the program cover of our children's shows.
- Community members are excited to have us here and are committed to our success. In 2010 we had 290 local volunteers donate 4,512 hours, equaling that of more than two additional full-time employees (a \$94,075 monetary value).

- We donate over 600 tickets each year to other local non-profits.
- With a year-round season of musicals, Broadway Rose provides work for a large number of local actors, directors, musicians, technicians, designers and student interns. In 2010 we hired 220 local professionals for our season of musicals. We anticipate a similar figure for our 2011 season.

4. How many Tigard residents do you anticipate participating in this event (or these events)?

Through our surveys and database we know that that 41% of our audience is from WA County (35% being Tigard residents). For 2011 we have conservatively projected 38,463 in paid attendance, plus an additional 3,500 in unpaid attendance (through the free musical we present to elementary students in the Tigard/Tualatin School District). **In total, we anticipate serving 41,963 patrons, 13,622 of whom are Tigard residents.**

We are grateful for the generous support of the community and we make every effort to make our productions accessible to all ages and members of the community. We reserve an entire row of seats in the center of our both our New Stage and the Deb Fennell auditorium for patrons with special needs, we offer free assistive listening devices to our hearing impaired patrons, and we provide an audio descriptive performance of each show for our visually impaired patrons. Our affordable ticket prices, accessibility, and dynamic programming are enjoyed by Tigard residents, as well as patrons from the greater Portland metro area who come to Tigard to enjoy cultural events.

Broadway Rose Theatre Company 2010 Profit Loss vs. 2011 Projected

	<u>Jan - Dec 2011</u>	<u>Jan - Dec 2010</u>
Ordinary Income/Expense		
Income		
Annual Gala	\$ 50,553.00	\$ 43,813.00
Concession Income	\$ 16,140.00	\$ 15,970.62
Corporate Sponsorships	\$ 55,000.00	\$ 51,250.00
Development Trips	\$ 70,000.00	\$ 149,945.00
Educational Outreach.	\$ 11,250.00	\$ 11,397.00
Events - Special	\$ 8,000.00	\$ 4,477.58
Grants	\$ 180,142.14	\$ 208,295.22
Guild	\$ 14,950.00	\$ 1,528.05
Individual Donations	\$ 140,755.81	\$ 128,717.18
Program Advertising	\$ 8,000.00	\$ 6,746.10
Raffle Income	\$ 6,650.00	\$ 6,093.03
Rental Income	\$ 4,500.00	\$ 4,575.00
Shipping & Handling Income	\$ 6,036.00	\$ 6,100.99
Souvenir Sales	\$ 1,119.02	\$ 1,071.00
Ticket Sales	\$ 1,045,939.32	\$ 947,362.91
Total Income	\$ 1,619,035.29	\$ 1,587,342.68
Expense		
Administrative Expense	\$ 250,782.71	\$ 261,430.06
Artistic Programing	\$ 786,489.52	\$ 683,420.45
Bank Service Charges	\$ 25,512.60	\$ 28,953.05
Company Amenities	\$ 3,190.16	\$ 3,934.25
Concession Expense	\$ 9,000.00	\$ 9,313.50
Development	\$ 57,780.54	\$ 52,702.78
Educational Outreach	\$ 3,384.00	\$ 11,086.49
Events Expense	\$ 6,220.20	\$ 6,130.72
Facility Expenses	\$ 15,979.69	\$ 26,443.31
Guild Expense	\$ 6,278.00	\$ 1,618.07
Insurance	\$ 54,995.39	\$ 52,175.65
Internet Expense	\$ 1,649.38	\$ 1,871.67
Marketing Expense	\$ 152,235.00	\$ 145,268.44
Office Supplies	\$ 12,580.83	\$ 13,194.94
Organizational Dues & Expenses	\$ 11,690.59	\$ 11,669.73
Payroll Taxes	\$ 62,427.95	\$ 62,478.13
Postage and Delivery	\$ 3,804.13	\$ 7,330.46
Professional Fees	\$ 12,550.00	\$ 11,116.32
Raffle Expense	\$ 1,000.00	\$ 1,000.00
Rental Expense	\$ 2,400.00	\$ 2,400.00
Repairs & Maintenance	\$ 3,830.70	\$ 1,653.98
Souvenir Expense	\$ 1,102.75	\$ 613.84
Staff Education	\$ 3,960.23	\$ 4,627.65
Telephone	\$ 16,684.32	\$ 15,693.90
Tessitura	\$ 37,225.00	\$ 81,813.12
Travel & Ent	\$ 474.02	\$ 208.48
Trips Expense	\$ 60,000.00	\$ 144,010.15
Utilities	\$ 18,007.58	\$ 18,028.31
Total Expense	\$ 1,621,235.29	\$ 1,660,187.45
Net Ordinary Income	\$ (2,200.00)	\$ (72,844.77)
Other Income/Expense		
Other Income		
Interest Income	\$ 1,300.00	\$ 1,434.79
Other Income	\$ 900.00	\$ 933.79
Total Other Income	\$ 2,200.00	\$ 2,368.58
Net Other Income	\$ 2,200.00	\$ 2,368.58
	\$ -	\$ (70,476.19)

NOTE: shortfall in 2010 is \$47,500 board approved but unbudgeted Tessitura expense + \$15,000 loss in events + \$8,000 less in ticket sales. Even though our 2010 attendance was the highest, some of the tickets were purchased in 2009 as subscription pre-sales.

Broadway Rose Theatre Company
Balance Sheet
1/1/10 - 12/31/10

	Dec 31, 10
ASSETS	
Current Assets	
Checking/Savings	
Bank of the Cascades	0.00
Checking	67,152.19
Money Market	184,201.65
Petty Cash Boxes	450.00
Total Checking/Savings	251,803.84
Total Current Assets	251,803.84
Fixed Assets	
Accumulated Depreciation	-165,148.00
Equipment - New Stage	230,753.47
Equipment - Original Cost	84,299.60
Theatre - New Stage	1,624,357.10
Total Fixed Assets	1,774,262.17
TOTAL ASSETS	2,026,066.01
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
Bank of the West Mastercard (S)	-710.36
Total Credit Cards	-710.36
Other Current Liabilities	
N/P Meyer Memorial Trust	48,500.00
Payroll Liabilities	195.14
Total Other Current Liabilities	48,695.14
Total Current Liabilities	47,984.78
Total Liabilities	47,984.78
Equity	
Capital Campaign Income	1,275,487.65
N/A released-used for Capital	-1,242,836.00
N/A released-used in Operations	-10,968.00
Opening Bal Equity	117,600.69
Retained Earnings	441,238.66
Unrestricted Net Assets Cap Camp	1,468,034.42
Net Income	-70,476.19
Total Equity	1,978,081.23
TOTAL LIABILITIES & EQUITY	2,026,066.01

Broadway Rose Theatre Company

Profit Loss
1/1/10 - 12/31/10

	<u>2010 Actuals</u>
Ordinary Income/Expense	
Income	
Annual Gala	\$ 43,813.00
Concession Income	\$ 15,970.62
Corporate Sponsorships	\$ 51,250.00
Development Trips	\$ 149,945.00
Educational Outreach.	\$ 11,397.00
Events - Special	\$ 4,477.58
Grants	\$ 208,295.22
Guild	\$ 1,528.05
Individual Donations	\$ 128,717.18
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Net Income	<u>\$ (70,476.19)</u>

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