

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

COMMUNITY EVENTS FUNDING REQUEST

Due: February 10, 2012

Event Name: 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:

We (Broadway Rose Theatre Company) are requesting funds from the City of Tigard to help us continue to provide professional musical theater to our community at an affordable price. We have been successfully producing musicals in Tigard since 1991. In 2009 we completed a capital campaign and New Stage renovation and shifted from a summer stock theater to a year-round theater. Our expanded programming increased attendance by 40% and we now serve approximately 40,000 patrons each year.

Producing musicals is very expensive. Since transitioning to year-round programming the financial landscape of our organization has significantly changed. We recently completed a new strategic plan that will strengthen our financial position and solidify a sustainable business model that ensures the stability and growth of our company for many years to come.

The support of our community and funders like you is critical to our success. When we approach new foundations and are able to note that Broadway Rose has the continued support of the City of Tigard, it speaks volumes about our value to the community.

We have an exciting lineup of shows in 2012:

New Stage Theater

Pump Boys & Dinettes (2/2 – 3/4)
The Andrews Brothers (4/19 – 5/13)
TBA (8/15 – 8/18) TEEN MUSICAL
Little Shop of Horrors (9/20 – 10/14)
Christmas on Broadway (11/23 – 12/16)

Deb Fennell Auditorium

The Sound of Music (6/28 – 7/22)
Drowsy Chaperone (8/1 – 8/19)
Beauty and the Beast (7/11 – 7/14) CHILDREN'S MUSICAL
Pinocchio (8/8– 8/11) CHILDREN'S MUSICAL

Broadway Rose's valuable youth outreach programs include a student technical internship program (offering paid internships to local high school students interested in pursuing a career in technical theater); youth drama camps (kids 8-12 years old perform in the ensemble of our children's show, with seasoned professionals, in the 600-seat Deb Fennell Auditorium); teen musical theater workshop (teen 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?

Broadway Rose Theatre Company's mission is to create unparalleled musical theater experiences that invigorate audiences and enrich our communities. We are the largest non-profit professional musical theater company in the Portland metro area and the only one in Washington County. As such, we provide a valuable service to local residents and are a vital cultural organization in the community.

- We maintain affordable ticket prices that allow all members of our community to participate in the arts. We offer subscription packages as low as \$17/show - \$25.50 show, and children's show tickets that are \$8.
- People come from all over the city to Tigard for our programming. 36% of our audience is from Washington County, 26% is from Multnomah County, 24% is from Clackamas County, and 14% is from cities as far away as Longview, Eugene and Corvallis.
- Broadway Rose's presence helps boost commerce for Tigard. In 2011 we had 1,096 visitors come to see our shows from more than 50 miles away. Washington County Visitors Association estimates that tourists spend an average of \$122/day; therefore, our out-of-town patrons generated \$133,712 in tourism-related commerce for WA County.
- We have strong relationships with downtown Tigard businesses that have benefited from our presence in the community. For instance, Davidson's Casual Dining (located one block from our New Stage) has increased business on the nights that we have performances. Our relationship with them has grown and they are now a loyal corporate sponsor.
- We have excellent support from over 600 individual donors, 28 corporate sponsors and nearly 300 active volunteers. In 2011 we had 271 volunteers donate 4,334 hours of work, equaling more than that of two additional full-time employees.
- We have an excellent partnership with the Tigard/ Tualatin School District that has been in existence since we began. We share our New Stage space with them for district functions and provide a free musical to all the elementary students in the district. In turn, they rent us the Deb Fennell Auditorium for our large musicals each summer at a greatly reduced rate.
- We offer need-based scholarships to our youth drama camps and teen musical theater workshop for those who could otherwise not afford it. We work with our school district and Trillium Family Services to identify youth who qualify.
- We offer significantly discounted tickets to our children's shows for over 1,000 YMCA youth.
- 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.
- We donate over 600 tickets each year to other local non-profits.
- We participate in the Arts for All program in which we offer discounted tickets (\$5) to low-income Oregonians.

Broadway Rose Theatre Company is committed to increasing opportunities for Oregonians to participate in the arts. We employ approximately 200 local actors, directors, musicians, technicians, designers, and student interns each year to work on our musicals.

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

For 2012 we have projected 38,000 in paid attendance, plus an additional 3,600 in unpaid attendance through the free musical we present to the Tigard/Tualatin School District (2,700 of whom are Tigard students). In total, we project serving 41,600 patrons, 8,700 of whom are Tigard residents.

We make every effort to make our productions accessible to all ages and members of the community. We provide excellent wheelchair access, audio descriptive services, and free assistive listening devices at every performance. With our affordable ticket prices and dynamic programming we are proud to provide professional musical theater to Tigard residents, as well as patrons from the greater Portland metro area who come to Tigard to enjoy cultural events.

Broadway Rose Theatre Company
2011 Profit Loss / 2012 Projected

	Jan 1 - Dec 31 2011	Jan 1 - Dec 31 2012
Ordinary Income/Expense		
Income		
Annual Gala	47,610.00	55,500.00
Concession Income	19,901.20	21,235.55
Corporate Sponsorships	64,000.00	61,583.00
Development Trips	29,021.06	125,235.00
Educational Outreach.	13,886.66	21,500.00
Entertainment/Royalty Income	903.00	328.04
Events - Special	6,612.22	6,000.00
Grants	242,953.00	176,250.00
Guild	8,890.00	7,000.00
Individual Donations	147,810.24	146,447.73
Interest Income	360.46	240.00
Program Advertising	7,388.15	8,400.00
Raffle Income	4,424.00	4,847.00
Rental Income	2,935.00	3,000.00
Shipping & Handling Income	6,422.52	6,700.00
Souvenir Sales	866.50	1,071.00
Ticket Sales	940,826.75	995,822.90
Interest	3,328.00	933.79
Total Income	1,548,138.76	1,642,094.01
Expense		
Administrative Expense	243,276.94	241,545.00
Annual Gala.	11,490.69	11,500.00
Artistic Programing	818,950.29	724,340.00
Bank Service Charges	24,190.67	28,953.05
Company Amenities	3,379.05	3,300.00
Concession Expense	11,280.35	10,635.00
Development	55,727.50	53,928.00
Educational Outreach	2,742.90	4,500.00
Events Expense	0.00	200.00
Facility Expenses	18,924.12	17,721.00
Guild Expense	2,502.73	4,025.47
Insurance	69,463.67	88,767.40
Internet Expense	1,983.93	1,971.77
Marketing Expense	129,045.73	133,605.00
Office Supplies	8,881.90	8,294.94
Organizational Dues & Expenses	8,053.37	7,409.49
Payroll Taxes	70,572.12	68,562.48
Postage and Delivery	4,475.91	5,781.82
Professional Fees	36,931.14	20,844.00
Publication Subscriptions	70.00	0.00
Raffle Expense	1,000.00	1,000.00
Rental Expense	2,400.00	2,400.00
Repairs & Maintenance	3,091.14	1,653.98
Souvenir Expense	201.80	613.84
Staff Education	2,839.43	600.00
Telephone	13,925.81	13,440.00
Tessitura	38,248.86	37,577.00
Travel & Ent	197.42	200.00
Trips Expense	12,560.00	108,724.77
Utilities	20,108.80	20,000.00
Loan Repayment (Meyer)	0.00	20,000.00
Interest	180.70	0.00
Total Expense	1,616,696.97	1,642,094.01
Net Ordinary Income	-68,558.21	0.00

Broadway Rose Theatre Company
Balance Sheet
As of December 31, 2011

	<u>Dec 31, 11</u>
ASSETS	
Current Assets	
Checking/Savings	
Checking	92,975.90
Money Market	65,841.90
Petty Cash Boxes	450.00
Total Checking/Savings	<u>159,267.80</u>
Total Current Assets	159,267.80
Fixed Assets	
Accumulated Depreciation	-321,484.58
Equipment - New Stage	230,753.47
Equipment - Original Cost	165,658.41
Theatre - New Stage	1,624,357.10
Total Fixed Assets	<u>1,699,284.40</u>
TOTAL ASSETS	<u><u>1,858,552.20</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
Bank of the West Mastercard (S)	-87.62
Total Credit Cards	<u>-87.62</u>
Other Current Liabilities	
N/P Meyer Memorial Trust	40,000.00
N/P Paragon Tile & Stone	3,105.80
Payroll Liabilities	212.96
Total Other Current Liabilities	<u>43,318.76</u>
Total Current Liabilities	<u>43,231.14</u>
Total Liabilities	43,231.14
Equity	
Capital Campaign Income	1,489,718.07
Opening Bal Equity	117,600.69
Retained Earnings	276,560.51
Net Income	-68,558.21
Total Equity	<u>1,815,321.06</u>
TOTAL LIABILITIES & EQUITY	<u><u>1,858,552.20</u></u>

Broadway Rose Theatre Company
Profit & Loss Budget vs. Actual
January through December 2011

	<u>Jan - Dec 11</u>
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