

CITY OF TIGARD, OREGON
13125 SW HALL BLVD.
TIGARD, OREGON 97223
503-718-2487

COMMUNITY EVENTS FUNDING REQUEST

Due: February 14, 2013

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: sharon@broadwayrose.org

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 programming to our community at an affordable price. We have been successfully producing musicals in Tigard since 1991. For 17 years we produced summer stock theater and in 2009 we transitioned to year-round programming upon the completion of a \$2 million capital campaign for our New Stage. Broadway Rose's attendance skyrocketed with our shift to year-round programming and our attendance now reaches over 40,000 each year (44,407 in 2012).

Musical theater is very expensive to produce and after our expansion to year-round programming in a remodeled facility our financial landscape dramatically changed. Our spending rate increased from \$2,800/day to \$4,800/day. In February of 2012 we completed a new strategic plan that focused on strengthening our financial position and we hired a consultant for cash flow analysis and business cycle planning.

The support of our community and funders like you is critical to our success. When we approach new foundations and we are able to show 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 2013:

New Stage Theater

I Love You, You're Perfect, Now Change (1/31 – 2/24)
Always... Patsy Cline (4/18 – 5/19)
Once On This Island: (7/14 – 7/17)
Lucky Stiff (9/19 – 10/13)
Plaid Tidings (11/27 – 12/122)

Deb Fennell Auditorium

Cats (6/27 – 7/21)
My Fair Lady (8/1 – 8/18)
Jungle Book: (7/10 – 7/13)
Snow White: (8/7 – 8/10)

Broadway Rose's 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); summer youth drama camps (kids 8-12 years old perform in the ensemble of our children's shows with professional actors in the 600-seat Deb Fennell Auditorium); summer teen musical theater workshop (young thespians are directed in voice, acting, dance and costuming, with their work culminating in a fully staged musical for public performance); fall and spring musical theater classes for teens (teaching them voice, singing and acting); 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 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. 45% of our audience is from Washington County, 26% is from Clackamas County, 23% is from Multnomah County, and 6% is from cities as far away as Longview, Eugene and Corvallis.
- Our presence in Tigard helps boost commerce. In 2012 we had 1,311 visitors come to see our shows from more than 50 miles away. Washington County Visitors Association estimates that tourists spend an average of \$29/day (**not including overnight stays and accommodations**); therefore, our out-of-town patrons who come for the day to see a Broadway Rose show generate \$38,019 in tourism-related commerce for WA County.
- We have strong relationships with downtown Tigard restaurants that have benefited from our presence in the community. For example, Davidson's Casual Dining (located one block from our New Stage) has increased business on the nights that we have performances and they are now a loyal corporate sponsor.
- We have excellent support from over 600 individual donors, 29 corporate sponsors and nearly 300 active volunteers. In 2012 we had 294 volunteers donate 4,398 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. Our \$2 million capital campaign raised funds to remodel the old C.F. Tigard cafetorium into our New Stage which we lease from the District for \$1/year.
- We offer need-based scholarships to our youth drama camps and teen musical theater workshop for those who could otherwise not afford it. We reach out to Trillium Family Services, C.F. Tigard Elementary School and Community Partners for Affordable Housing to identify youth who qualify.
- We offer significantly discounted tickets to our children's shows (\$5.50) 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. This year we are also participating in the Oregon Cultural Trust's Culture Card which offers 2-for-1 tickets to any of our 2013 shows for donors of \$1,500 or more.

- We increase opportunities for Oregonians to participate in the arts by employing nearly 200 local actors, directors, musicians, technicians, designers and student interns each year.

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

Our 2012 attendance reached 44,407. Of that number, 20,597 were unique visitors (meaning each individual was counted only once, even if they attended multiple performances). Of those unique visitors 9,248 were from Washington County, and 2,464 of those were from Tigard. We anticipate similar numbers for 2013.

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
2012 Actual 2013 Projected

	<u>Jan 1 - Dec 31</u> <u>2012</u>	<u>Jan 1 - Dec 31</u> <u>2013</u>
Ordinary Income/Expense		
Income		
Annual Gala	\$ 45,450.00	\$ 45,000.00
Concession Income	\$ 25,273.15	\$ 26,615.00
Corporate Sponsorships	\$ 61,025.00	\$ 42,250.00
Development Trips	\$ 129,760.00	\$ 140,800.00
Educational Outreach.	\$ 25,985.70	\$ 27,570.00
Entertainment/Royalty Income	\$ 859.22	\$ 700.00
Events - Special	\$ 6,965.82	\$ -
Grants	\$ 241,740.00	\$ 204,250.00
Guild	\$ 7,278.50	\$ 4,110.00
Individual Donations	\$ 150,643.43	\$ 162,000.00
Interest Income	\$ 162.72	\$ 200.00
Program Advertising	\$ 7,217.00	\$ 6,660.00
Raffle Income	\$ 4,733.00	\$ 4,875.00
Rental Income	\$ 8,760.12	\$ 5,500.00
Shipping & Handling Income	\$ 7,505.56	\$ 7,000.00
Souvenir Sales	\$ 923.75	\$ -
Ticket Sales	\$ 1,120,062.40	\$ 1,066,982.00
Total Income	\$ 1,844,345.37	\$ 1,744,512.00
Expense		
Administrative Expense	\$ 245,851.69	\$ 243,790.00
Annual Gala.	\$ 11,192.52	\$ 11,265.00
Artistic Programing	\$ 754,065.28	\$ 795,990.00
Bank Service Charges	\$ 30,361.59	\$ 31,905.00
Company Amenities	\$ 1,722.89	\$ 1,955.00
Concession Expense	\$ 12,285.52	\$ 11,155.00
Development	\$ 58,718.06	\$ 58,515.00
Educational Outreach	\$ 6,720.00	\$ 11,350.00
Events Expense	\$ 399.17	\$ -
Facillity Expenses	\$ 19,269.37	\$ 19,455.00
Guild Expense	\$ 5,153.15	\$ 3,465.00
Insurance	\$ 73,809.68	\$ 72,000.00
internet Expense	\$ 2,702.85	\$ 2,695.00
Loan repayment - Meyer	\$ -	\$ 16,884.00
Marketing Expense	\$ 130,923.28	\$ 146,358.00
Office Supplies	\$ 7,238.88	\$ 8,880.00
Organizational Dues & Expenses	\$ 7,605.85	\$ 8,055.00
Payroll Taxes	\$ 68,044.60	\$ 73,000.00
Postage and Delivery	\$ 4,901.93	\$ 5,000.00
Professional Fees	\$ 21,424.30	\$ 12,700.00
Publications	\$ -	\$ -
Raffle Expense	\$ 1,000.00	\$ 1,000.00
Rental Expense	\$ 2,400.00	\$ 2,400.00
Repairs & Maintenance	\$ 1,472.00	\$ 2,000.00
Souvenir Expense	\$ 707.80	\$ -
Staff Education	\$ 247.95	\$ 1,000.00
Telephone	\$ 13,985.78	\$ 13,925.00
Tessitura	\$ 35,208.75	\$ 38,340.00
Travel & Ent	\$ 75.25	\$ 200.00
Trips Expense	\$ 125,892.98	\$ 133,365.00
Utilities	\$ 17,794.65	\$ 17,865.00
Total Expense	\$ 1,661,175.77	\$ 1,744,512.00
Net Ordinary Income	\$ 183,169.80	\$ -
Other Income/Expense		
Other Expense	\$ (122.56)	\$ -
Other Income	\$ -	\$ -
Total Other Income	\$ (122.56)	\$ -
Net Income	\$ 183,047.24	\$ -

NOTE: Broadway Rose has 9 FTE and 6 PTE

cash basis

Broadway Rose Theatre Company
Profit & Loss
(Jan 1 - Dec 31)

	<u>2012 Actual</u>	<u>2011 Actual</u>
Ordinary Income/Expense		
Income		
Annual Gala	\$ 45,450.00	\$ 47,610.00
Concession Income	\$ 25,273.15	\$ 19,901.20
Corporate Sponsorships	\$ 61,025.00	\$ 64,000.00
Development Trips	\$ 129,760.00	\$ 29,021.06
Educational Outreach.	\$ 25,985.70	\$ 13,886.66
Entertainment/Royalty Income	\$ 859.22	\$ 903.00
Events - Special	\$ 6,965.82	\$ 6,612.22
Grants	\$ 241,740.00	\$ 242,953.00
Guild	\$ 7,278.50	\$ 8,890.00
Individual Donations	\$ 150,643.43	\$ 147,860.24
Interest Income	\$ 162.72	\$ 360.46
Program Advertising	\$ 7,217.00	\$ 7,388.15
Raffle Income	\$ 4,733.00	\$ 4,424.00
Rental Income	\$ 8,760.12	\$ 2,935.00
Shipping & Handling Income	\$ 7,505.56	\$ 6,422.52
Souvenir Sales	\$ 923.75	\$ 866.50
Ticket Sales	\$ 1,120,062.40	\$ 940,826.75
Total Income	\$ 1,844,345.37	\$ 1,544,860.76
Expense		
Administrative Expense	\$ 245,851.69	\$ 243,276.94
Annual Gala.	\$ 11,192.52	\$ 11,490.69
Artistic Programing	\$ 754,065.28	\$ 816,630.29
Bank Service Charges	\$ 30,361.59	\$ 24,190.67
Company Amenities	\$ 1,722.89	\$ 3,379.05
Concession Expense	\$ 12,285.52	\$ 11,280.35
Development	\$ 58,718.06	\$ 55,727.50
Educational Outreach	\$ 6,720.00	\$ 2,742.90
Events Expense	\$ 399.17	\$ -
Facility Expenses	\$ 19,269.37	\$ 18,924.12
Guild Expense	\$ 5,153.15	\$ 2,502.73
Insurance	\$ 73,809.68	\$ 69,463.67
Internet Expense	\$ 2,702.85	\$ 1,983.93
Marketing Expense	\$ 130,923.28	\$ 129,045.73
Office Supplies	\$ 7,238.88	\$ 8,881.90
Organizational Dues & Expenses	\$ 7,605.85	\$ 8,053.37
Payroll Taxes	\$ 68,044.60	\$ 70,572.12
Postage and Delivery	\$ 4,901.93	\$ 4,475.91
Professional Fees	\$ 21,424.30	\$ 36,931.14
Publications	\$ -	\$ 70.00
Raffle Expense	\$ 1,000.00	\$ 1,000.00
Rental Expense	\$ 2,400.00	\$ 2,400.00
Repairs & Maintenance	\$ 1,472.00	\$ 3,091.14
Souvenir Expense	\$ 707.80	\$ 201.80
Staff Education	\$ 247.95	\$ 2,839.43
Telephone	\$ 13,985.78	\$ 13,925.81
Tessitura	\$ 35,208.75	\$ 38,248.86
Travel & Ent	\$ 75.25	\$ 197.42
Trips Expense	\$ 125,892.98	\$ 12,560.00
Utilities	\$ 17,794.65	\$ 20,108.80
Total Expense	\$ 1,661,175.77	\$ 1,614,196.27
Net Ordinary Income	\$ 183,169.80	\$ (69,335.51)
Other Income/Expense		
Other Expense	\$ (122.56)	
Other Income		\$ 3,328.00
Total Other Income	\$ (122.56)	\$ 3,328.00
Net Income	183,047.24	\$ (66,488.21)

Broadway Rose Theatre Company
Balance Sheet
Jan 1 - Dec 31

	<u>2012</u>	<u>2011</u>
ASSETS		
Current Assets		
Checking/Savings		
Checking	91,091.65	93,025.90
Money Market	209,249.47	65,841.90
Petty Cash Boxes	450.00	450.00
Total Checking/Savings	<u>300,791.12</u>	<u>159,317.80</u>
Other Current Assets		
Payroll Advance	2,717.65	0.00
Total Other Current Assets	<u>2,717.65</u>	<u>0.00</u>
Total Current Assets	<u>303,508.77</u>	<u>159,317.80</u>
Fixed Assets		
Accumulated Depreciation	-477,948.71	-479,725.87
Equipment - New Stage	326,811.57	326,497.57
Equipment - Original Cost	73,095.27	65,035.31
Theatre - New Stage	1,615,722.10	1,615,722.10
Total Fixed Assets	<u>1,537,680.23</u>	<u>1,527,529.11</u>
TOTAL ASSETS	<u><u>1,841,189.00</u></u>	<u><u>1,686,846.91</u></u>
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Credit Cards		
Bank of the West	-166.54	0.00
Bank of the West Mastercard (S)	0.00	-87.62
Capital One Visa	-49.50	0.00
Total Credit Cards	<u>-216.04</u>	<u>-87.62</u>
Other Current Liabilities		
N/P Meyer Memorial Trust	15,000.00	40,000.00
N/P Paragon Tile & Stone	0.00	3,105.80
Payroll Liabilities	217.03	212.96
Total Other Current Liabilities	<u>15,217.03</u>	<u>43,318.76</u>
Total Current Liabilities	<u>15,000.99</u>	<u>43,231.14</u>
Total Liabilities	<u>15,000.99</u>	<u>43,231.14</u>
Equity		
Capital Campaign Income	1,489,718.07	1,489,718.07
Opening Bal Equity	117,125.69	117,600.69
Retained Earnings	36,297.01	276,560.51
Net Income	183,047.24	-240,263.50
Total Equity	<u>1,826,188.01</u>	<u>1,643,615.77</u>
TOTAL LIABILITIES & EQUITY	<u><u>1,841,189.00</u></u>	<u><u>1,686,846.91</u></u>

BROADWAY ROSE THEATRE COMPANY

illuminating lives on both sides of the footlights

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Chuck Carpenter
Manufactured Housing
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Lisa Francolini, L.Ac.
RiverWest Acupuncture

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City of Milwaukie

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Portland Spirit

February 13, 2013

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

Dear Toby,

On behalf of Broadway Rose Theatre Company's board of directors, staff and artists, we want to thank the City of Tigard for its generous support of our company over the years! 2012 was a great year for us and our attendance topped 44,000.

We recently opened the first musical of our 2013 season, a romantic comedy titled *I Love You, You're Perfect, Now Change*. This is just the start of our exciting lineup of musicals for the year.

Musical theater is very expensive to produce and we couldn't do it without the support of local government, foundations, donors, sponsors, patrons and volunteers. It is thanks to the generosity of our supporters that we are able to bring exceptional musical theater to our community. We are so grateful that you recognize the value of our programming. You are critical to our success!

Enclosed is our 2013-2014 Community Events Funding Request. If you have any questions regarding the application or accompanying materials, please don't hesitate to call.

Thank you for your time and support.

Best Regards,



Brenda MacRoberts
Executive Director
503-906-2377



Sharon Maroney
Producing Artistic Director
503-906-2390