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

COMMUNITY EVENTS FUNDING REQUEST

Due: February 12, 2015

Event Name:	Broadway Rose Theatre Company
Address:	PO Box 231004
City, State, Zip:	Tigard, OR 97281
Contact Name:	Quimby Lombardozzi, Grants Manager
Telephone Number:	503-320-3857
E-mail address:	quimby@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 support our 2015 season of musicals. This year marks our 24th year of producing professional musical theater that serves thousands in Tigard and beyond. Our mission is to create unparalleled musical theater experiences that invigorate audiences and enrich our community. We are a grass roots company that was built on the support of our local community and we've remained in Tigard throughout our exponential growth. Musical theater is one of the most expensive art forms to produce. In order for us to continue offering extraordinary musical theater programming to our 21,000+ patrons, it is critical that our foundation and civic support remain strong.

Our year-round season includes six mainstage musicals, two children's musicals and a teen musical. Our youth programming includes a paid student technical internship program, summer youth drama camps, a summer teen musical theater workshop, fall and spring musical theater classes for teens, a free children's musical for 3,500 elementary students in the Tigard/Tualatin District and discounted tickets ($5.00) to our children's shows for YMCA youth.

Nearly half of our patrons (47%) are from Washington County and love the convenience and affordability of having professional musical theater in their suburban community. The rest of our patrons come from far and wide: 21% of our patrons are from Clackamas County, 20% from Multnomah County, 5% from Clark County and 7% from miscellaneous other counties with cities as far away as Longview, Corvallis and Eugene.

We have an exciting lineup of musicals in 2015. Shows at our 270-seat New Stage include *The World Goes Round, Grease, Adrift in Macao* and *A Taffeta Christmas.* Our teen musical, *Wizard of Oz*, will also be performed at our New Stage. Our summer shows that are performed at the 600-seat Deb Fennell auditorium include *Thoroughly Modern Millie* and *Oklahoma!* Our children's musicals, *Sleeping Beauty* and *Peter Pan,* also perform there.

3. How will this event benefit the Tigard Community?

As the largest non-profit professional musical theater company in the Portland metro area and the only one in Washington County we play an important role in our community's cultural arts. Not only do we offer

exceptional musical theater programming in Tigard's "backyard," but we bring thousands of people here from outlying areas, contributing to Tigard's economy and building an awareness that one need not only go to downtown Portland to experience fine cultural arts – we have a vibrant community of our own right here. Our community benefits from our programming in a number of ways:

- We offer affordable tickets with subscription packages that range from $18 - $31.50/show and children's show tickets that are $10 and under.
- Our presence in Tigard helps boost commerce. In 2014 we had 1,792 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 $51,968 in tourism-related commerce for WA County.
- Downtown Tigard restaurants benefit from our presence in the community as many of our patrons go out to dinner before our shows and and/or have dessert and cocktails afterwards.
- In 2014 we had 289 volunteers donate 4,391 hours of work, equaling that of two additional full-time employees. The majority of our volunteers are from our local community and we couldn't do it without them. Those who usher our shows see them for free.
- We have continued our excellent long-term partnership with the Tigard/ Tualatin School District that began when we founded our company. We share our New Stage space with them for Tigard/Tualatin School District functions and provide a free musical to 3,500 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 youth education outreach programming is helping fill a void left by schools that do not have funding for arts programs. We offer need-based scholarships to our youth drama camps and our teen musical theater workshop and classes for those who could otherwise not afford it. We reach out to C.F. Tigard Elementary School and Community Partners for Affordable Housing to identify youth who qualify.
- We offer half-price tickets ($5.00) to one of our children's musicals for YMCA youth.
- We offer 2-for-1 tickets to Arts Card members (those who donate $60 or more to Oregon's "Work for Art" community fund) and we offer $5 tickets to Oregon Trail card holders. This is a low-cost ticket option for households that qualify for food and cash benefits through the state of Oregon. We also donated 558 tickets to other non-profits in 2014.
- We employ nearly 200 local actors, directors, musicians, technicians, designers and student interns each year. We offer coveted roles and opportunities for musical theater artists that are not offered elsewhere in our city. We are a rich training ground for young adults interested in pursuing a career in musical theater. Some of them come from our local community, including Tigard.
- Our student technical internship program offers paid, hands-on training in technical theater to high school and college students. They work alongside seasoned professionals to learn all aspects of technical theater and we then hire them as crew members on our shows. Application is open to all and we typically have several students from Tigard High School in our program.

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

We had 21,858 "unique" patrons in 2014, many of whom attended multiple shows which brought our total paid attendance to 38,317. Of those unique visitors 9,899 were from Washington County and 3,674 of those were from Tigard. The number of Tigard residents we serve has increased each year. We anticipate another increase in participants this year. A conservative estimate would be around 3,800, though it could be more.

Broadway Rose Theatre Company
2014 Profit and Loss / 2015 Budget

Broadway Rose has 10 FTE and 5 PTE

	2014 Actuals (1/1 - 12/31)	2014 Budget (1/1 - 12/31)	2015 Budget (1/1 - 12/31)
Ordinary Income/Expense			
Income			
Annual Gala	$ 66,461.90	$ 54,005.00	$ 60,500.00
Concession Income	$ 29,980.03	$ 30,000.00	$ 32,830.00
Corporate Sponsorships	$ 36,250.00	$ 32,500.00	$ 33,000.00
Development Trips	$ 159,234.00	$ 130,580.00	$ 151,600.00
Educational Outreach.	$ 25,843.01	$ 29,332.00	$ 31,750.00
Entertainment/Royalty Income	$ 652.12	$ -	$ 350.00
Events - Special	$ 200.00	$ -	
Grants	$ 200,505.00	$ 234,889.43	$ 197,500.00
Guild	$ 10,563.61	$ 5,950.00	$ 13,313.00
Individual Donations	$ 225,459.91	$ 172,000.00	$ 177,000.00
Interest Income	$ 864.11	$ 300.00	$ 1,000.00
Program Advertising	$ 9,392.50	$ 10,448.00	$ 10,215.00
Raffle Income	$ 3,885.00	$ 4,875.00	$ 3,900.00
Rental Income	$ 14,178.74	$ 7,737.50	$ 5,500.00
Shipping & Handling Income	$ 7,523.00	$ 7,532.56	$ 7,600.00
Souvenir Sales	$ 1,178.00	$ 1,798.82	$ 1,190.00
Ticket Sales	$ 1,152,551.61	$ 1,140,060.40	$ 1,247,233.00
Total Income	$ 1,944,722.54	$ 1,862,008.71	$ 1,974,481.00
Expense			
Administrative Expense	$ 212,065.77	$ 211,735.28	$ 219,367.00
Annual Gala.	$ 13,890.88	$ 11,565.00	$ 11,670.00
Artistic Programing	$ 917,538.43	$ 895,446.96	$ 945,634.00
Bank Service Charges	$ 33,121.43	$ 30,000.00	$ 33,000.00
Company Amenities	$ 3,635.52	$ 4,000.00	$ 3,650.00
Concession Expense	$ 14,900.01	$ 14,464.38	$ 17,504.00
Development	$ 50,545.18	$ 51,752.18	$ 53,105.00
Educational Outreach	$ 9,262.00	$ 10,065.00	$ 8,500.00
Events Expense	$ 450.00	$ -	$ 450.00
Facillity Expenses	$ 16,432.68	$ 19,239.40	$ 16,000.00
Guild Expense	$ 4,916.63	$ 4,467.00	$ 8,069.00
Insurance	$ 92,338.41	$ 77,000.00	$ 95,000.00
Internet Expense	$ 2,463.35	$ 2,702.85	$ 2,463.00
Marketing Expense	$ 180,178.49	$ 193,307.85	$ 189,245.00
Office Supplies	$ 10,763.94	$ 8,804.56	$ 9,885.00
Org. Dues & Expenses	$ 8,642.76	$ 7,655.15	$ 9,000.00
Payroll Taxes	$ 74,523.05	$ 71,028.79	$ 76,000.00
Postage and Delivery	$ 4,792.52	$ 4,901.93	$ 4,474.00
Professional Fees	$ 13,177.00	$ 12,700.00	$ 12,500.00
Raffle Expense	$ 1,000.00	$ 1,000.00	$ 1,000.00
Rental Expense	$ 26,600.00	$ 26,400.00	$ 26,400.00
Repairs & Maintenance	$ 4,651.97	$ 1,380.95	$ 1,500.00
Souvenir Expense	$ 599.46	$ 707.80	$ 701.00
Staff Education	$ 217.40	$ 247.95	$ 1,260.00
Telephone	$ 12,544.86	$ 13,985.78	$ 12,545.00
Tessitura	$ 38,307.00	$ 39,000.00	$ 44,040.00
Travel & Ent	$ 265.15	$ 75.25	$ 160.00
Trips Expense	$ 137,701.38	$ 130,580.00	$ 151,600.00
Utilities	$ 19,758.79	$ 17,794.65	$ 19,759.00
Total Expense	$ 1,905,284.06	$ 1,862,008.71	$ 1,974,481.00
Net Ordinary Income	$ 39,438.48	$ -	$ -
Other Income/Expense			
Other Expense	$ -	$ -	$ -
Other Income	$ 13,057.63	$ -	$ -
Total Other Income	$ 13,057.63	$ -	$ -
Net Income	**$ 52,496.11**	**$ -**	**$ -**