

Town of Riverview

Core Funding Grant Application
October 2018



Vision

To be widely recognized as the regional leader for the presentation and promotion of performing arts and an indispensable community partner that contributes to the quality of life, health and economic vitality of the community

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Goals

- Ensure the highest level of satisfaction for our patrons and rental clients
- Increase attendance at all events
- Be the first choice for entertainment in the tri-community area
- Contribute to the health and vitality of the tri-community area

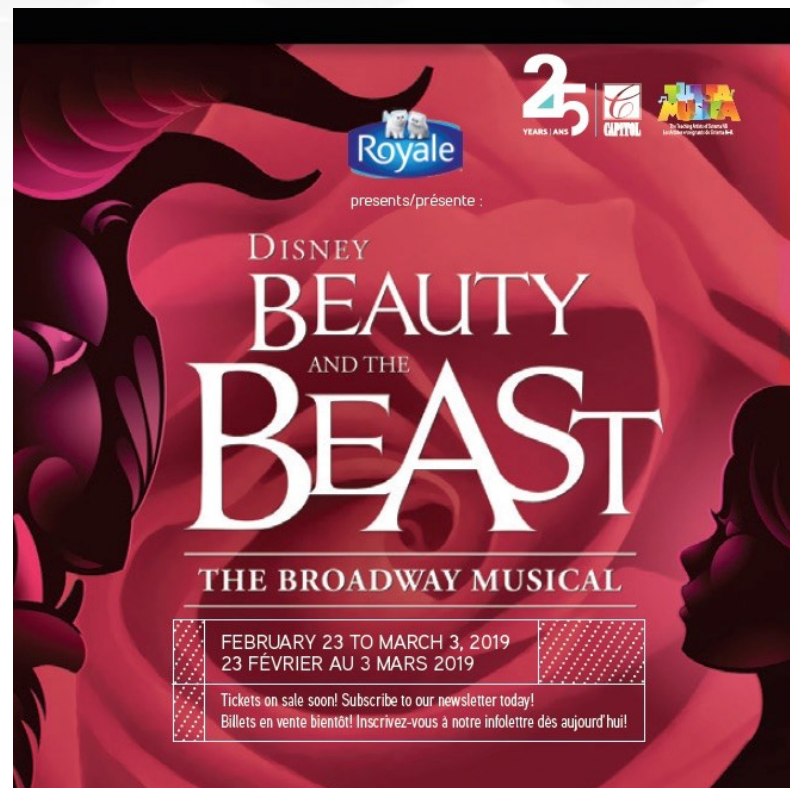


2017-2018 At a glance

- Complex was in use for over 200 days
- Issued more that 61,000 tickets sold
- Informed and balanced programming choices
- Introduced PYWY programming concept
- Year 2=450 households membership program
- Post show surveys
- Consistent branding and promotional materials
- Improvements to our CRM system
- Volunteer program overhaul – On line scheduling
- Newsletter (25,000 signed up)
- Social & Digital media
- 6 art exhibits



Annual Co-Production



- *Beauty & The Beast, coming 2019*
- *Mary Poppins, 8,000 tickets sold*
- *10 sold out shows*
- *Professional actors & musicians employed*
- *Economic spin offs in the region*
- *Opportunities for emerging actors*



Capitol Theatre Academy



Town of Riverview

- Collaboration with RAC
- 20% Theatre Academy students
- 12% Volunteers
- 10% Members
- Active participation by Board of Directors
- APA members



Revenue 2018-19

\$632,495	Public funding (M, R, D, PCH, PNB)
\$618,138	Presents Programming
\$237,000	Sponsorships & Foundation
\$208,500	Sales of services
\$152,000	Ancillary revenue
\$148,000	Rental income
\$93,500	Concessions
<u>\$78,000</u>	Theatre Academy

\$2,167,633



Expenses 2018-19

\$581,743	Capitol presents
\$497,700	Administration
\$244,400	Marketing & advertising
\$219,900	Tech charges
\$212,200	Occupancy
\$206,550	Box office and web
\$102,000	Theatre Academy
<u>\$103,140</u>	Rental fees, bar & ancillary
\$2,167,633	



***“The absence of stress produces
contented oysters –
but no pearls!”***

