

Contact

LIVERMORE VALLEY PERFORMING ARTS CENTER

Bankhead Theater
2400 First Street
Livermore, CA 94550
Tel: 925.373.6100

Bothwell Arts Center
2466 8th Street
Livermore, CA 94550
925.447.ARTS

Downtown Art Studios
62 South L Street
Livermore, CA 94550
925.447.ARTS

Box Office
925.373.6800

Credits

DENISE BRIDGES
CHRIS CARTER
SCOTT KENISON

WITH SUPPORT FROM:

ROBERTA EMERSON
STRATEGIC COMMUNICATIONS CONSULTING

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STEVE EPSTEIN, S J EPSTEIN DESIGN
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PHOTOGRAPHY:
JERWIN CHUA
ANDREW EDWARDS
SOPHIA KRAFCIK
BARBARA MALLON
REBECCA SCHOEFER

emergence

2015
annual
report



“Art is a ripening, an evolution, an uplifting, which enables us to emerge from darkness into a blaze of light.”

– Jerzy Grotowski, Polish theater director



The Organization *Letter from the Executive Director*

“Success is finding satisfaction in giving a little more than you are taking.”

– Christopher Reeve

This year has been an incredible success! A year ago, our goal was to go from surviving to thriving. Today, we can say we achieved that goal. Although the budget anticipated a loss for the year, we set an ambitious goal to break-even instead. There were bumps in the road and difficult decisions to make, but not only did we break-even, we ended 2015 with a surplus. LVPAC has emerged stronger and more focused, better positioned to fulfill its vision as the heart of the arts in the Tri-Valley.

Such an achievement would not have been possible without support from the community. Everyone at LVPAC appreciates the many people who stepped forward with not just financial assistance, but heartfelt encouragement, suggestions, and a willingness to get involved.

LVPAC is now poised to take flight, launching new ways to both create and present art. We have exciting plans to increase educational outreach, bring more arts organizations into our circle, and expand our reach demographically. We have hired an Educational Programs Manager to coordinate efforts and maximize resources. This spring, we welcome the first annual *Livermore Valley Film Festival*, and have started the new East Bay Jazz High School All-Stars Band, featuring talented young players from the Tri-Valley and beyond.

In this, my first full year at LVPAC, it has been such a pleasure to find satisfaction in working to give back a little more than we get. And in doing so, we have been rewarded with success far beyond what we imagined. *LVPAC Presents* will open its tenth season in September, ushering in a future bright with new possibilities and beginning another wonderful decade for the arts in Livermore.

Scott Kenison
Executive Director

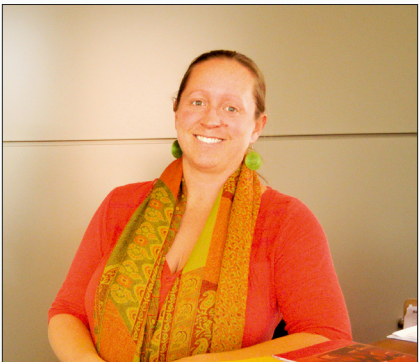


“Be an opener of doors.”
– Ralph Waldo Emerson, American poet

Livermore Valley Performing Arts Center constantly seeks to open the door to creativity and inspiration as broadly as possible, finding new ways to unite art, artists and their appreciative audiences.

Even entertainment that starts on stage or behind the curtain can burst beyond it such as when Jonathan Batiste and the Stay Human Band led a parade through the audience as a closing number, or when members of the Hot Sardines jazz band dropped by The Last Word after the show to play a magical open set. For nearly a decade, concerts held on the Shea Homes stage outside the Bankhead have brought the theater outdoors, turning the plaza into a neighborhood celebration on warm, summer evenings.

Visual art does not just stay inside the Bothwell and the Downtown Art Studios. The bi-annual ArtWalk created a thriving arts district for a day, sharing the work of over 150 artists throughout downtown Livermore. The Zombie Pub Crawl found hundreds of nightmarishly-dressed guests dancing to “Thriller” on the plaza just before Halloween. Now, the new Visitors Center and Gallery, located in the lobby of the Bankhead Theater, opens its doors seven days a week offering the opportunity to enjoy curated exhibits, learn about upcoming shows, and discover what makes the Bankhead and the Bothwell the heart of the arts for the Tri-Valley community and beyond.



Top: The Hot Sardines jazz band

Middle: Enjoying Artwalk along
N. Livermore Avenue

Left: A lively summer concert crowd
on the plaza

Top right: Exhibits in the Visitor Center
and Gallery

Middle: Visitor Center staff, Vera Lowdermilk,
Susan Miller, Erica Barajas

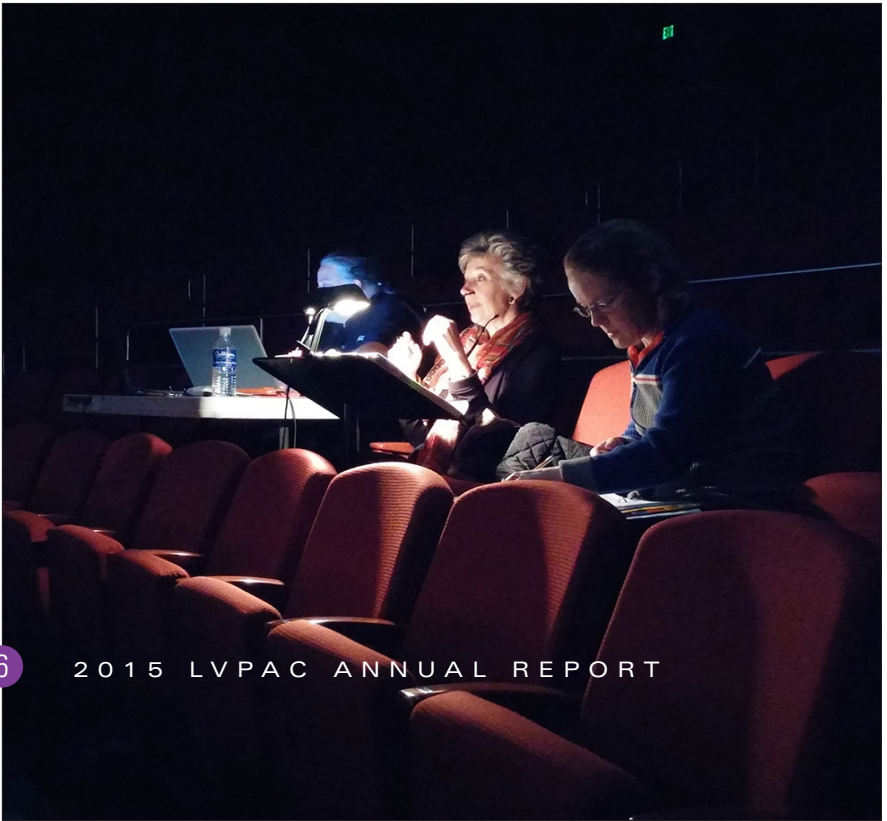
Lower right: Zombie guests dressed for the
Pub Crawl

“All the world’s a stage.”
– William Shakespeare, English playwright

Art is the ultimate catalyst for breaking down barriers, fostering diversity, and unifying cultures. The range of events at the Bankhead offers audiences with a window into the larger world, presenting artists from around the globe they might never have a chance to see or hear any other way. This year LVPAC Presents welcomes more than 50 groups with music of all genres, dance, comedy and theater representing a dozen countries, allowing audiences to broaden their experiences and discover new passions, as well as enjoy old favorites.

The Bankhead also provides a nurturing home for artists from the community to share their gifts with others. From grand opera, symphony, and a full-length *Nutcracker* ballet, to musical theater, chamber ensembles, and acclaimed speakers, the nearly two dozen performances by the resident companies of the Bankhead Theater achieved a 10 percent increase in ticket sales this year. Next season, every resident company will return to the Bankhead stage, including the Cantabella Children’s Chorus under their new director Ofer dal Lal.

Whether poised on stage ready to perform or sitting in the audience ready to enjoy, the slow rising of the curtain in a darkened theater is the most magical of experiences. Regardless of background, culture or viewpoint, everyone waits in anticipation for the lights to come up and the enchantment to begin.



Tri-Valley Repertory Theatre: *Les Miserables*



Valley Dance Theatre: *Nutcracker*



Livermore Valley Opera: *Lucia di Lammermoor*



LVPAC Presents: Stunt Dog Experience with Chris Perondi

LVPAC RESIDENT COMPANIES

- Cantabella Children’s Chorus
- Del Valle Fine Arts
- Livermore-Amador Symphony
- Livermore Valley Opera
- Pacific Chamber Orchestra
- Rae Dorough Speaker Series
- Sycamore Strings Academy /
Bothwell Arts Center
- Tri-Valley Repertory Theatre
- Valley Concert Choral
- Valley Dance Theatre



LVPAC Presents: GuGu Drum Group



“Peter and the Wolf” with the Livermore-Amador Symphony and guest narrator Livermore Mayor John Marchand

“Always be on the lookout for the presence of wonder.”

– E.B. White, American author

To thrive in the future, art must be nurtured today and the Livermore Valley Performing Arts Center provides a rich environment that fosters artists at all levels.

With the new Creative Citizens Collaborative, LVPAC’s outreach efforts are focused on building a bridge between schools, resident companies and arts providers. New support staff will provide a single point of contact for coordinating in-school presentations or student theater visits, making performing arts experiences more accessible for all students. The recently-created East Bay Jazz: High School All Stars Jazz Band will be presented by LVPAC at the Bankhead as well as at local events, giving talented young musicians a chance to expand their skills.

The Bothwell Arts Center and Downtown Arts Studios are always a hub of activity with studio spaces filled by working artists and classes in a range of art techniques, dance and music offered all year. The Bothwell also serves as an incubator for the performing arts with rehearsal space for resident companies and a small stage ideal for solo artists, small bands, and groups such as Encore Players, whose three one-act plays filled the seats last fall.

LVPAC has emerged as a true crucible for the arts, providing opportunities for artists in all art forms to collaborate with each other, build on their skills and ideas, and share them with the entire community.



Student artists at the popular colored pencil class taught by Maryann Kot



Face painting at the Bothwell's biannual Mardi Gras celebration

“Symphony Storytime and Surprises,” a free family concert in December, featured a performance of Prokofiev’s Peter and the Wolf Suite by the Livermore-Amador Symphony and holiday songs with the Cantabella Children’s Chorus. An “Instrument Petting Zoo” in the lobby following the concert allowed children to meet the musicians and learn about their instruments.

Giving **2015 by the Numbers**

- **70,500** Patrons at performances and events at the Bankhead Theater and Bothwell Arts Center
- **11,800** Volunteer hours served by 156 volunteers, 75 hours average per volunteer
- **11,000** People attended ArtWalk 2015
- **10,800** Students reached through arts education programs
- **1,147** Student tickets issued (worth \$34,410)
- **831** LVPAC member households
- **68%** Occupancy rate of the Bankhead Theater (average for LVPAC Presents and Rentals)
- **58** Staff members (11 full-time)
- **44** New LVPAC members on Giving Tuesday
- **30** Master classes, concerts or assemblies in schools
- **17** Countries represented by LVPAC Presents artists
- **16** School field trips and family performances at the Bankhead Theater
- **15** Arts organizations in LVPAC Creative Citizens Collaborative
- **14** Local artists use work space in the Downtown Art Studios
- **13** Sold out LVPAC Presents performances
- **6** Curated art exhibitions at the Bankhead
- **1** New Visitor Center and Gallery, open to the public daily



Giving **Why Your Gift Mattered in 2015**

Part of running a nonprofit is setting budgetary goals that exist on the fine line between aspirational and realistic. They also must meet all the needs of the organization. We have to serve our mission and the community, retain our talented staff and keep the lights on all at the same time. In order to do all those things, the goal for unrestricted giving (gifts that are not tied to specific projects) for the Bankhead Theater was \$979,899, an aggressive but important benchmark allowing traditional giving to emerge as a priority for the day to day operations of LVPAC.

On December 31, Roy Rogers and Carlos Reyes closed out the year with a performance that included some special, “you had to be there” moments. After the final curtain dropped and the last minute gifts rolled in, the total for unrestricted giving came out to \$979,965, a mere \$66 over the goal. So if you were wondering whether or not your gift mattered, it definitely did. Every gift counts and every person in this donor community made it possible for LVPAC to have a successful 2015. Once again in 2016, we are ambitious in our goals, and your support will matter even more than ever. *Thank you for making art important.*



Giving *What Your Gift Helps Us Do*

There’s a lot that goes into running a theater. This section highlights just some of the expenses we incur to keep the lights on and bring people through our doors. Go to pages 20 and 21 for more information regarding revenue and expenses.

PRODUCTION

Performer Fees	\$	3,000 - \$30,000+
Production Staff and Crew	\$	257,000
One Stage Light	\$	350
One Subwoofer	\$	6,000
Light Board	\$	9,400
Assisted Listening Devices	\$	5,000
Ticket Scanners	\$	3,500

BOX OFFICE

Ticketing System	\$	40,000
Computers (each)	\$	500
Ticket Printer	\$	8,900
Microphones	\$	2,100

MARKETING/PRINTING

Advertising	\$	116,000
Printing	\$	46,000
Postage	\$	19,000

BUILDING

Cleaning the windows/theater walls	\$	1,960
Elevator Maintenance	\$	7,000
HVAC Maintenance	\$	8,575
Cleaning	\$	16,000
Utilities	\$	101,000



Top left:
LVPAC Presents: Molly Ringwald

Lower right:
Assistant Production Manager,
Mike Johnson





“The only place that is able to provide an affordable space for local artists to teach art is the Bothwell. I always want to make sure that I do whatever I can to support it and be there for the artist community.”

–Shakeeb Rashidi, Owner of Way Up Art

“Music, theater, and visual arts are an important part of our family’s life, and we feel fortunate to be able help support them through LVPAC. The Bankhead Theater is an excellent centerpiece for Livermore’s revitalized downtown, and it brings excellent and diverse performances to our community.”

–Alan and Mary Burnham



“We believe that collectively the arts represent the highest form of human expression. To have a performing arts venue of the quality of the Bankhead Theater in the heart of downtown Livermore demonstrates community priorities that align with our beliefs and values. It is our fondest hope that many future generations will discover and experience the arts through the Bankhead Theater.”

–Tom and Teri Concannon

“The well designed Bankhead theater delivers a wide variety of performances to our community that has broadened our family’s interests in the performing arts. The theater has anchored the downtown revitalization and made Livermore a destination for people of all ages. The vibrant downtown is a source of pride for our community and our family.”

–Peg and Jim Folta



“The Livermore Valley Performing Arts Center is a wonderful gift to our community and we feel very fortunate to have such an iconic theater and organization in the Tri-Valley. Arts Centers rely on their donors to survive and thrive so it is important to us to participate in its ongoing success. We are honored to have had the opportunity to be a donor since its inception as it has, and continues to, enrich our lives.”

–Steve and Melody O’Shea

“It’s more than just becoming a member. It’s about giving back. LVPAC, the Bankhead Theater, has given me so much opportunity as a person and community member. I’m just trying to pay forward as much as possible.”

–Arthur Barinque

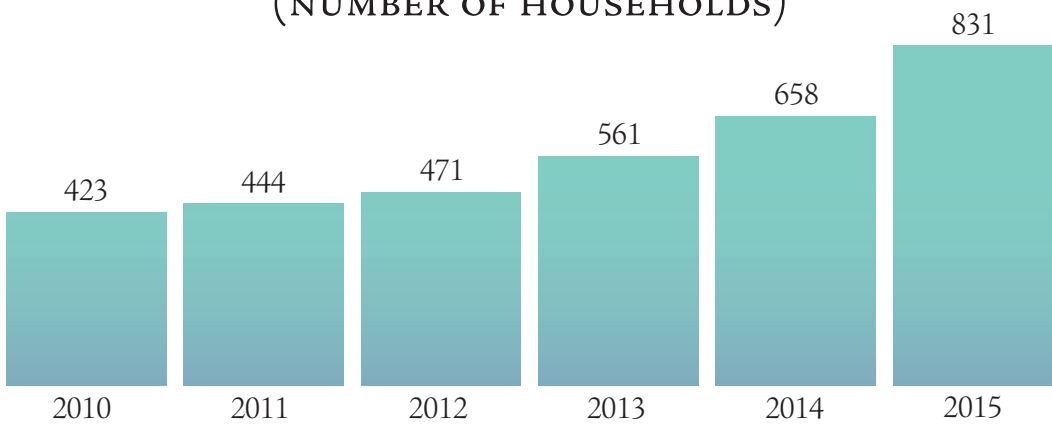


Giving **Member Benefits**

At LVPAC, we love our members, and we hope that you’re getting everything you need from us. We’ve made some changes to our member benefits for 2016, and want to make sure that you’re aware of them. The chart at right outlines all the benefits. One particular change of note, members at the \$10,000 level and above will receive an opportunity to reserve seats for performances before they go on sale, and the ticket costs will be covered from your gift. If you have any questions about this or any other benefit, please contact development director, Chris Carter, at ccarter@lvpac.org.



MEMBERSHIP COMPARISON BY YEAR
(NUMBER OF HOUSEHOLDS)



Annual Chairs Luncheon held on the Bankhead stage

Giving **Member Benefits**

Priority Ticketing	Mainstage \$125	Applause \$250	Encore \$500	Ovation \$1,000	Artiste \$2,500	Maestro \$5,000	Vitioso \$10,000	Impresario \$25,000
10% Discount on adult tickets for LVPAC Presents Events								
Recognition in the Honor Roll of Donors								
2 complimentary tickets to the season announcement party								
LVPAC Newsletter, Calendar and Annual Report								
Announcements, special offers, and invitations to LVPAC galas and events								
Special offers from resident companies (as available)								
Voucher for free item or beverage at Bankhead Theater Concessions								
1 pass for 4 people to enjoy the Scott Haggerty Founders Room prior to performance and at intermission			N/A	N/A	N/A	N/A	N/A	N/A
2 passes for 4 people to the Founders Room				N/A	N/A	N/A	N/A	N/A
Unlimited access to the Founders Room								
Invitation to attend the annual Chair's Luncheon								
Meet and Greet opportunities with LVPAC Presents performers when available								
Private Tour of Bankhead Theater upon request								
Opportunity to host a reception in the upstairs lobby of the Bankhead Theater prior to an LVPAC Presents performance								
Invitation to receive tickets to LVPAC Presents performances before they go on sale to members. Ticket costs will be deducted from your gift.								
Opportunity to host a private dinner on the stage of the Bankhead.								

Facts *The Importance of Being an Independent Nonprofit*

Historically independent nonprofit organizations have served well the interests of the public and the humanities community. From time to time, there have been some misconceptions and misunderstandings concerning the importance of the Livermore Valley Performing Arts Center’s nonprofit status; so we thought we’d share with you why we think being an independent nonprofit is a good thing.

In its simplest form, a nonprofit organization is a state of mind—an intention—to do public good. On the other hand, a “for profit” company (whether or not it makes a profit) is in business to make money for its owners (or stockholders) and has a fiduciary or legal responsibility to do so. Our state of mind is also expressed in our mission and vision, and drives everything we do, from programming to volunteers, to community partnerships and educational programs.



Evenings on the Green

LVPAC, THE HEART OF A VIBRANT CULTURAL ARTS COMMUNITY.

The mission of LVPAC is to offer a broad range of arts opportunities and experiences to engage our diverse community.

Yet, at the end of the day, we as a nonprofit have an additional challenge. Unlike “for profit” businesses who can rely upon the sale of their goods in order to keep their doors open, LVPAC, like all nonprofit performing arts centers, relies upon donors, grants and fundraising to cover its expenses. Additionally, most of the performing arts centers in our region are owned or subsidized by municipalities or schools, but we are not. It’s good because we’re only beholden to ourselves and our community of patrons, but it also means we must rely more heavily on our donors to be sustainable. It’s a unique and challenging business model, but one, that we believe, ultimately best serves our community.



LVPAC Presents: Bollywood Masala Orchestra and Dancers

Facts *Setting the Record Straight with Scott Kenison*

“Doesn’t the city own LVPAC?” “Don’t taxpayers cover the cost of the Bankhead?” “You sell tickets, why do you still need so many donations to cover operating costs?” “Are you on the brink of financial disaster?” For the past year or more, those questions have been repeatedly posed by members of the community, even people who are closely involved with LVPAC. It seems time to set the record straight, share some good news, and have an open discussion about who LVPAC is, why we exist and what our future holds.

Question: Aren’t you owned by the city? Are our taxes used to support the Bankhead?

Answer: LVPAC is an independent, non-profit, cultural arts organization. It is not owned by the city and does not receive revenue from local taxes. The City of Livermore assumed ownership of the Bankhead Theater building, but the cost is covered by Host Community Impact Fees from Altamont and Vasco Landfills. Those fees have always been directed towards supporting a performing arts center, so their use has remained essentially the same.

Question: Why does 40% of your revenue still have to come from donations? Don’t you sell enough tickets to cover costs?

Answer: Ticket revenue is extremely important, but cannot cover both the fees to the artists and the cost to produce it. As shown on page 12, the organization requires a number of full-time staff to ensure operations run smoothly, and there are always facility, capital and operational expenses. We receive 60% in earned revenue and that is very strong for an arts organization; many others around the country have earned income of 50% or less. Like all other independent, non-profit arts organizations, LVPAC will always need the support of loyal donors.

Question: Is LVPAC in trouble and on the brink of financial disaster?

Answer: Definitely not! Although there have been serious financial issues in the past, LVPAC’s outstanding debt was resolved last year, allowing the organization to emerge on solid footing. In 2015, LVPAC reported a surplus and is now set to operate the way it was originally intended. All outstanding debts were paid in January 2016 and by the end of the year, we anticipate meeting our break-even budget. LVPAC is here to stay, ready to thrive and continue building a strong foundation for the arts in our community.



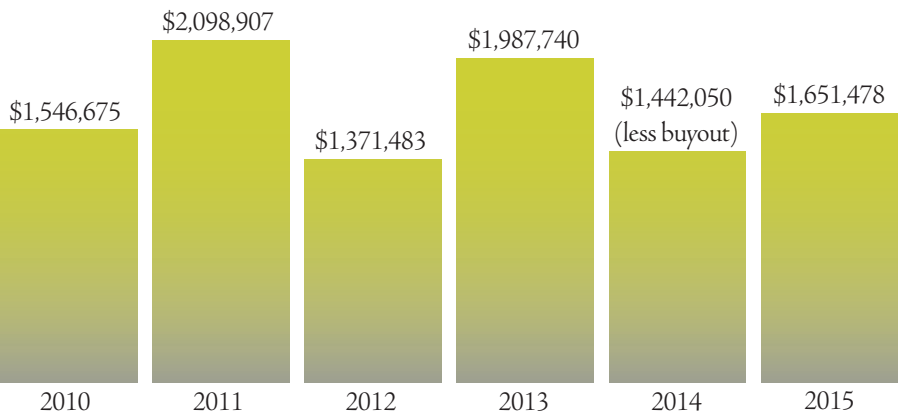
INCOME/REVENUE

Contributions		
Donations		
Restricted General	\$	153,250
Restricted: Education Fund	\$	135,280
Unrestricted	\$	1,012,703
Inkind	\$	350,245
Total Contributed	\$	1,651,478
Earned Revenue		
LVPAC Present Tickets	\$	921,033
Bankhead Rental Revenue	\$	388,674
Other Revenue	\$	517,331
Total Earned	\$	1,827,038
Total Income/Revenue	\$	3,478,516

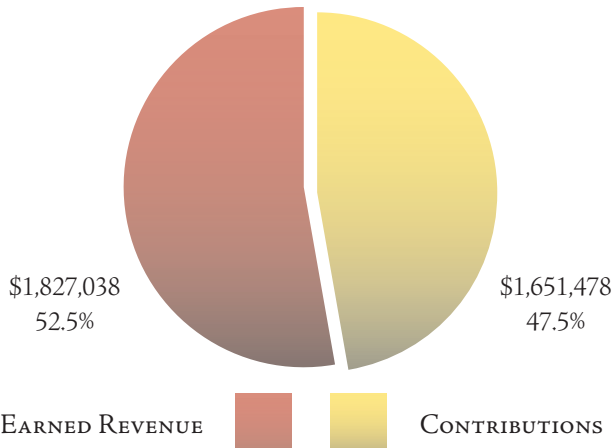
EXPENSES

Programming		
General Expenses/ Artist Fees	\$	760,292
Operations (ticketing, front of house, Visitor Center, etc.)	\$	163,592
Marketing	\$	372,198
Bothwell Arts Center	\$	112,286
Other Programming	\$	3,593
Staff	\$	706,458
Total	\$	2,118,419
Administration/Operations		
Facilities	\$	157,733
Administrative	\$	257,047
Development	\$	116,551
In-Kind Expense	\$	216,469
Staff	\$	599,688
Total	\$	1,347,488
Total Expenses	\$	3,465,907
Net Profit	\$	12,609

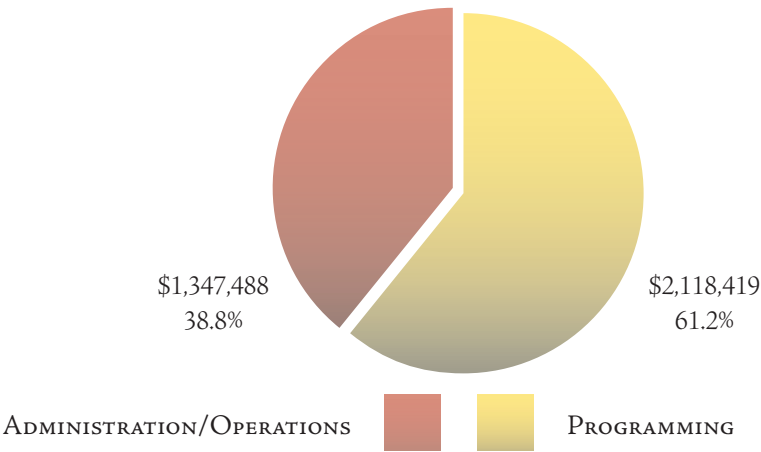
CONTRIBUTION COMPARISON BY YEAR



2015 INCOME



2015 EXPENSES



Data **2015 Honor Roll of Donors**

The Livermore Valley Performing Arts Center would like to officially recognize and thank everyone who supported the arts in 2015.

In order to keep our printing costs down, the honor roll of donors can be found online.

You can find the listing on our website at livermoreperformingarts.org/honor-roll.

If you would prefer to remain anonymous, or see that your name requires any edits, please contact the development office at 925.583.2305.



Data **LVPAC 2015 Board of Directors and Staff**

EXECUTIVE OFFICERS
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Joan K. Seppala, President
Denise Watkins, Vice President
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Henry (Hank) Huff, Treasurer

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Dale Eldridge Kaye
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Aaron Ortiz
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Chris Carter - Director of Development and Communications
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