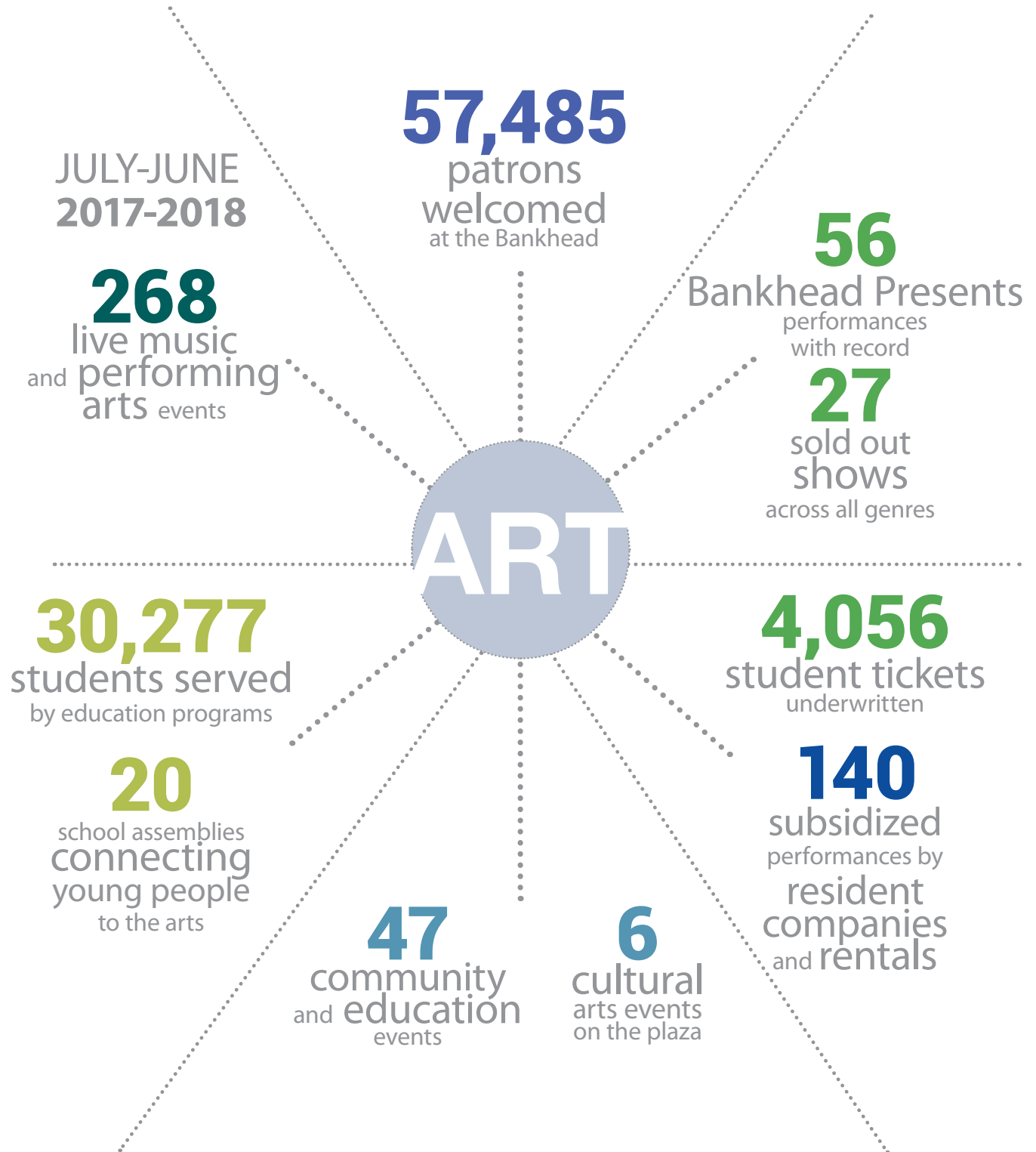




ANCHORING OUR COURSE

2017-2018
Annual Report







"It is not the ship so much as the skillful sailing that assures the prosperous voyage." – George William Curtis

Dear Friends

In the theater world, it is considered bad luck to whistle backstage. While the history of some theater superstitions is uncertain or subject to debate, this one is known. In earlier days, retired sailors often worked in theaters where expertise in rigging, knots, and a discipline of teamwork were highly valued. For sailors, whistling was a form of communication, so a random whistle backstage might bring down a piece of scenery on someone's head. Bad luck or a cautionary warning?

Like a sailor following the North Star, our guiding light continues to be our mission: to offer a broad range of arts opportunities and experiences to our diverse community. This past year we have sailed into smoother waters. We ended the year with a surplus having sold out 27 shows, reached out to younger audiences, presented local artists on our stage, and added screenings of classic musicals and family films. A new \$20 ticket price level for all Bankhead Presents shows made live performances more affordable for everyone.

But even when the ship glides easily, sailors must prepare for the unknown. We have navigated difficult waters before and know we must continuously check our course and make adjustments as needed. Even as we pursue new adventures, we are readying the ship, making sure we have what is needed to follow our star and continue serving the community for a very long time to come.

Scott Kenison

Executive Director

SETTING SAIL

In 2007 the doors to the Bankhead Theater opened, bringing a new venue to local audiences ready to celebrate the arts. The Bothwell Arts Center was already open and provided a nurturing

2007



The Bankhead officially opened on October 3, 2007 with a sold-out gala event featuring Broadway and film star Bernadette Peters.

2008



Now part of the larger organization, the Bothwell Arts Center continued to expand ArtWalk, bringing more artists and crafts people downtown to turn it into an Arts District for the Day.

2009



Guitar Player LIVE! brought legendary performers, players and makers together for a weekend of "all things guitar" including a Superstar Competition with 10 finalists from across North America.

2013



The number of art classes taught at the Bothwell increased 75 percent with new offerings for children, as well as colored pencil art, figure drawing and more.

2014



A "Burn the Mortgage" event celebrated resolution of the debt repayment, and adding Chris Carter to manage development and appointing Scott Kenison as Executive Director put the organization on an upward trajectory.

2015



During the 2015-2016 school year, the first auditions were held for the East Bay Jazz High School All Stars, a new group offering high-level training and professional performance opportunities.

space for both visual and performing artists. In the decade since, the two spaces have cultivated a thriving arts community, growing and expanding to offer all ages a unique and treasured opportunity to actively experience and participate in live music, theater, or visual art.

2010



After appearing in the Bankhead’s inaugural season, Jake Shimabukuro returned to another sold-out house, a feat he has repeated on every one of his three visits since.

2011



The number of free outdoor concerts on the plaza doubled when Tuesday Tunes was brought back and added to the Friday Night Live series.

2012



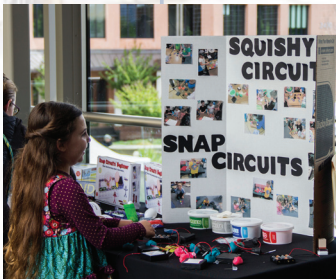
From the 2012 Livermore Valley Wine Auction, Livermore Valley Winegrowers Foundation and Wente Foundation for Arts Education donated \$50,000 for outreach to local schools. Their continued support has now reached \$250,000.

2016



A community art project created mobiles for the gallery in the lobby, a colorful and visible connection between the performing arts, the visual arts and our community.

2017



The first Livermore Innovation Fair brought thousands to the Bankhead to explore hands-on demonstrations and displays that highlighted the intersection between art and technology.

2018



A membership drive raised awareness and significantly increased renewals and enrollment of members, including those at the new reduced-rate 35MM level for those under the age of 35.

SMOOTHER WATERS

This past season has been one of measurable success. We met our financial goals, satisfied our sales targets, kicked off new events, and were recognized for our contributions. What has been and will continue to be key to our success is the strength and support of the people behind the organization. We are exceptionally fortunate to have a loyal staff who pull well together, long-standing consistent donors, and an enthusiastic supportive community.

Sales soared across the season. 27 shows sold out, from familiar favorites such as *The Manhattan Transfer*, to artists touring Livermore for the first time, such as Texican rock band Los Lonely Boys.



More summer camps, including writing, video, theater, and a music workshop with Derik Nelson and Family, were added to existing visual art classes for students from age 4 through high school.



For the first time, the Bankhead was rated Best of the East Bay Performing Arts Venue by *Diablo Magazine* and was again called A Hidden Gem by *Bay Area Parent* magazine.

A new film series swept audiences back in time to the Golden Age of Musicals with retro newsreels and cartoons, helping to fill the venue with fun and affordable entertainment.





Sponsors stepped up this year, including Uncle Credit Union coming in as the first season sponsor and Wells Fargo Bank with the first dedicated education sponsorship.



The 2017 Brilliance at the Bankhead gala featuring the Indigo Girls accompanied by Livermore-Amador Symphony welcomed more guests than ever before and resulted in higher sponsorships, auction and raffle funds, raising \$327,000.



Consistent support for resident companies continued to yield opportunities on both sides of the curtain, as local participants and local audiences came together to enjoy a full range of artistic ventures.



New shows appealed to new audiences and brought new patrons to the theater. Nearly 20 percent of those who came to see Lee Ann Womack in February 2018 had never been to the Bankhead before.

NAVIGATING NEW ADVENTURES

While smooth waters are easier to navigate, we believe it is essential to continue to build on our strengths and further stabilize our efforts with an eye to future challenges, both expected and unexpected. With a new and energized Honorary Arts Commission, a strategy for developing a broader base of funding, and a focus on building audience and greater community involvement, we need to keep a steady hand on the wheel and our finances stable, as we steer our contribution to the arts in our community forward into the future.

PRODUCERS CIRCLE FUND: Established to sponsor guest artists or support projects that stretch our artistic efforts and help serve new audiences, the Producers Circle fund allowed us to bring leading-edge dance group BodyTraffic to our stage last May.



LIVERMORE INNOVATION FAIR: Corporate sponsorship doubled from the first year to the second, now the annual Innovation Fair will continue to grow adding speakers, interactive sessions, and new ways to engage and inspire students and their families.



GROUNDBREAKING PERFORMANCES: Last season, artists such as OK GO reached a younger crowd. Upcoming events such as Cirque Éloize “Saloon” and the onstage pub show “The Choir of Man” will offer new and innovative entertainment with broad appeal.



SUSTAINABLE SPACES: “Green the Bankhead” has been launched. Our new LED stage lights are more energy efficient, generate less heat, and can be programmed more easily for new uses. Over time, the project will also fund solar panels, water-saving devices, and other improvements.



COMMUNITY SUPPORT: We are focused on new ways to attract a diverse audience to events at the Bankhead and the Bothwell. As the lively downtown area continues to be enhanced, our role as the heart of the arts community will expand as well.

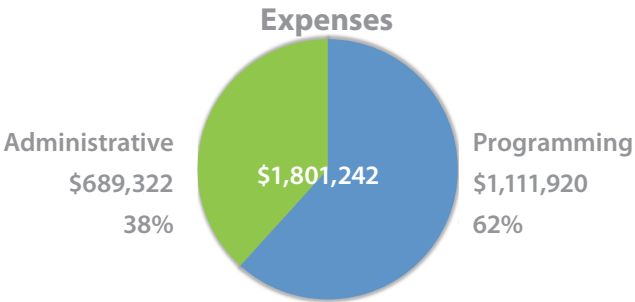
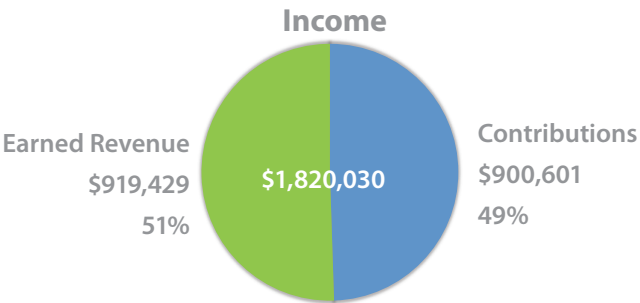


CULTURAL ENRICHMENT: Free community events share the beauty of artistic expression through music, dance and crafts, and forge new connections by celebrating each other’s cultural traditions on Native American Day, Lunar New Year, Cinco de Mayo, Diwali and more.

Financial Highlights

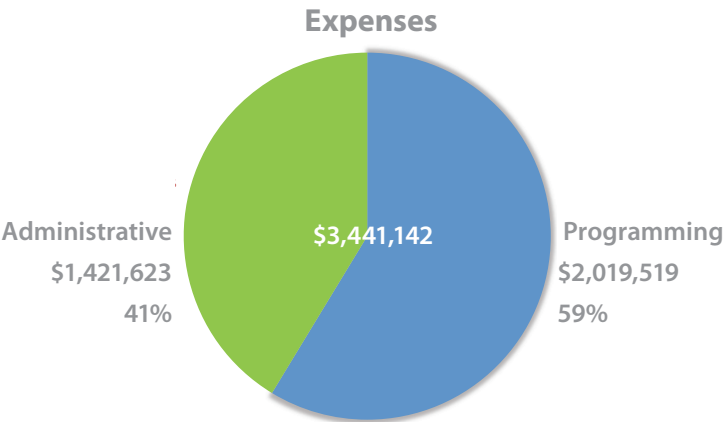
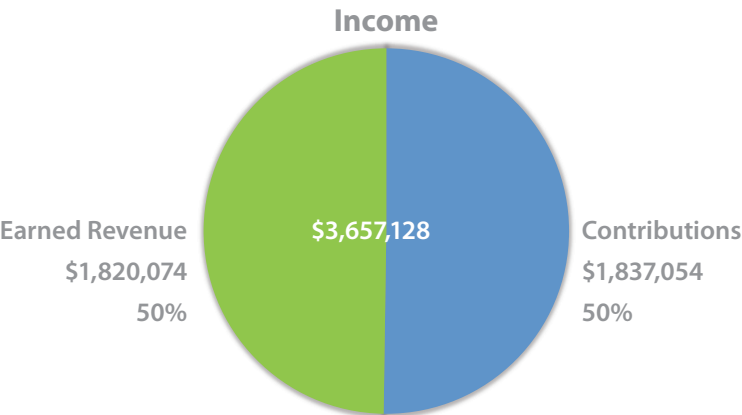
Livermore Valley Performing Arts Center’s fiscal year changed in 2017, shifting from a calendar year to July through June, which better aligns our financial reporting with our performance season. As a result, over the past 18 months we recorded two fiscal years; a six-month year from January 2017 to June 2017, and a 12-month year from July 2017 to June 2018. Charts are included to reflect both years. If you have any questions regarding the data, please contact Chris Carter, Director of Development and Communications at carter@lvpac.org.

Jan-Jun 2017 (6 mos)



\$18,788 Net Operating Profit

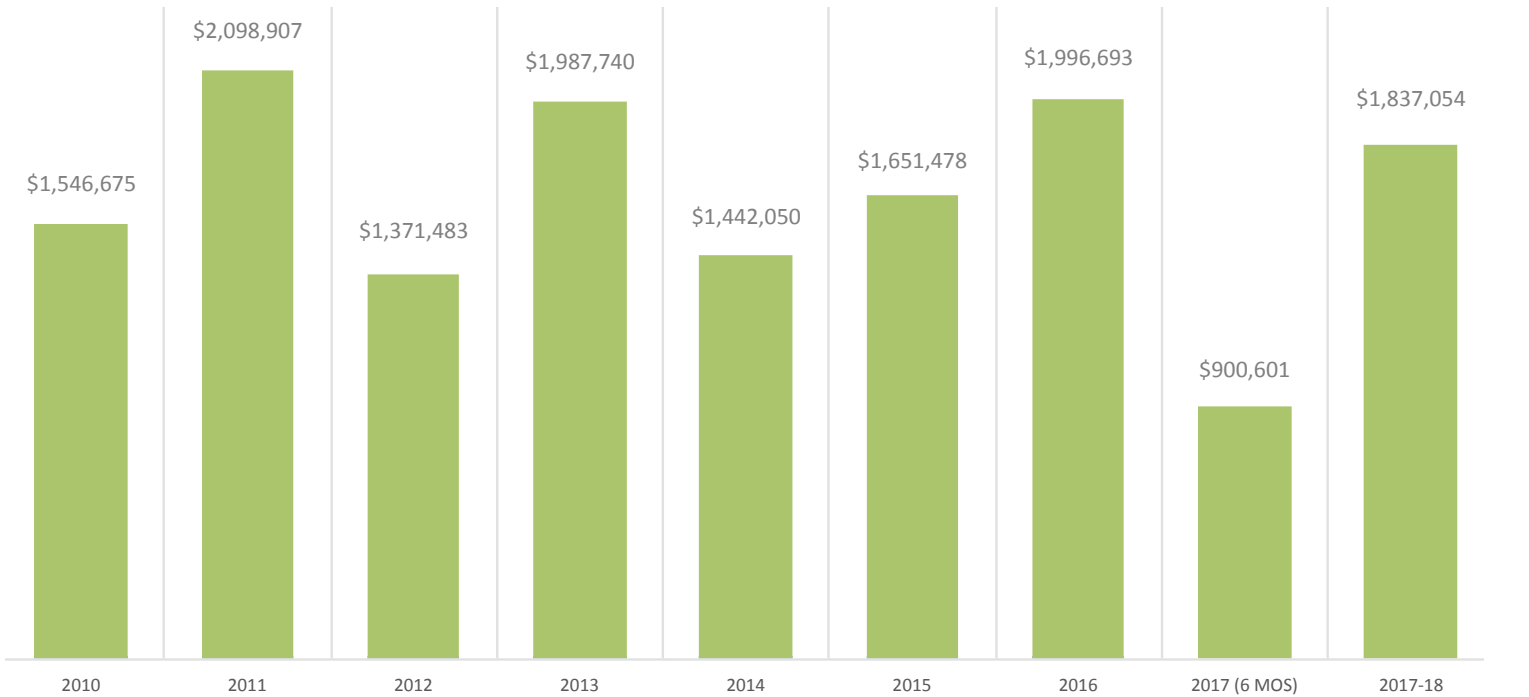
Jul-Jun — 2017-2018 (12 mos)



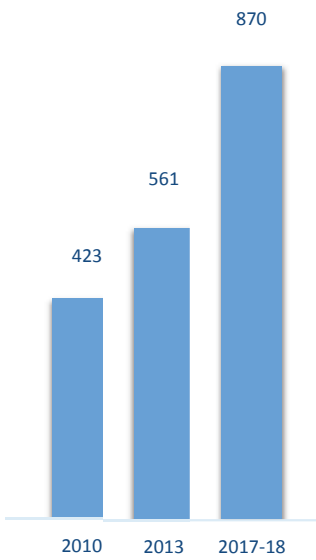
\$215,986 Net Operating Profit

For a full audited report go online to lvpac.org/about

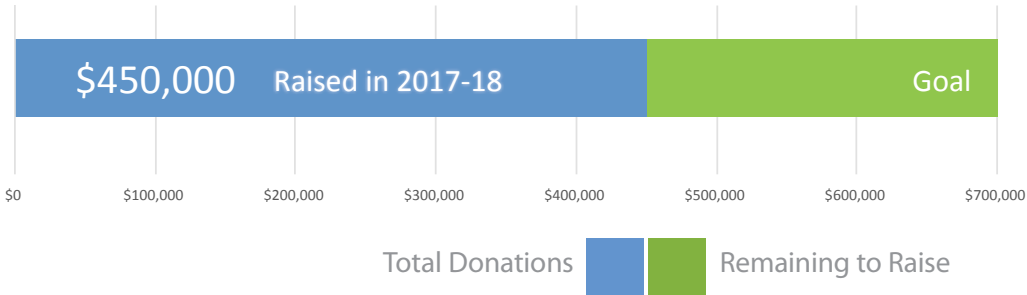
Contribution Comparison By Year



Membership Comparison



Green Campaign Funds Raised*



*A capital campaign to raise funds for projects that will reduce energy consumption, conserve water and lower the overall carbon footprint of the Bankhead Theater.

BOARD OF DIRECTORS

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Leland Younker, Ph.D., Secretary
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Thomas Reitter
Donna Wilcox

MANAGEMENT

Scott Kenison, Executive Director
Reanna Bradford, Director of Finance and Administration
Chris Carter, Director of Development & Communications
Roberta Emerson, Marketing Manager
Anne Giancola, Manager, Bothwell Arts Center
Mike Johnson, Production Manager
Debra Olson, Box Office Manager

The **MISSION** of Livermore Valley Performing Arts Center is to offer a broad range of arts opportunities and experiences to engage our diverse community.

HONORARY ARTS COMMISSION

Jack Campbell	Melody O'Shea
David Doyle	Jacky Poulsen
Brian Gentry	Peter Poulsen
David Jonas	Lynn Reedy
Valerie Jonas	Barbara Steinfeld
Dwight Lang	Elizabeth Trutner
Marianne Lang	Lara Webber
Anna Lim	Pat Wheeler
Mony Nop	

LIVERMORE VALLEY PERFORMING ARTS CENTER

ANNUAL REPORT TEAM

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Bernice LaRosa
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Box Office

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Development

Chris Carter
925.583.2311

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DESIGN

Bernice LaRosa

LVPAC.org