

We create exceptional theatre experiences,
inspiring generations to explore
the wonder of their world.



2014-15
YEAR IN REVIEW

WELCOME

DEAR FRIENDS,

As you will see in the following pages, our 67th year was a success at Children's Theatre of Charlotte. We saw an increase in audience attendance and donations, as well as record breaking education program enrollment. The high quality of our productions on stage, teaching in classrooms across Charlotte, and audience programs in our home at ImaginOn continue to be the foundation of all we do. Our mission – *inspiring generations to explore the wonder of their world* – is reaching more people in the Charlotte-Mecklenburg region every day.



Thousands of people come together to make this work possible: staff, Board members, ENCORE! volunteers, community supporters, artists, audiences, students, and hundreds of family, foundation, and corporate donors that take the important extra step of making a philanthropic investment in Children's Theatre. Our deepest thanks and appreciation goes out to each and every one of you who takes pride in the community resource of Children's Theatre of Charlotte and provides the financial means to bring this resource to others.

Take a look at the highlights of what we have underway in the 2015-16 season on Page 17 – new ways to serve our audiences are deepening our impact. Thank you for your support of Children's Theatre of Charlotte – we could not do it without you.

Jami Farris
Chair, Board of Directors

Hannah Grannemann
Executive Director

BOARD OF DIRECTORS 2014-15

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FINANCES

Sources of Revenue and Support	Revenue	% of Total
Earned Income		
Public & School Show Ticket Sales	\$ 951,600	
Education Programs	\$ 778,400	
Performance Fees - Resident Touring Company	\$ 165,500	
Other	\$ 73,700	
Total Earned Income	\$ 1,969,200	46%
Contributed Support		
Contributions (Families, Foundation, & Corporate)	\$ 881,800	
Arts & Science Council Grants	\$ 457,200	
North Carolina Arts Council Grants	\$ 82,500	
In-Kind Facility Services	\$ 300,700	
Total Contributed Support	\$ 1,722,200	40%
Endowment Distribution	\$ 590,800	14%
Total Revenue and Support	\$ 4,282,200	100%
Expenses		
Production/Performance Programs	\$ 2,240,100	54%
Education Programs	\$ 980,400	24%
General/Administrative	\$ 391,700	9%
Fundraising/Development	\$ 280,800	7%
Marketing/Public Relations	\$ 229,500	6%
Total Expenses	\$ 4,122,500	100%
Board Designated for Operations & Reserves	\$ 150,400	
Total Expenses & Board Designated Funds	\$ 4,272,900	
Net Revenue over Expenses & Board Designated Funds	\$ 9,300	



BY THE NUMBERS

67 YEARS

We celebrated our history of producing professional theatre and education programs for children and families.

256,000 PEOPLE

We served over a quarter of a million young people and families this season.

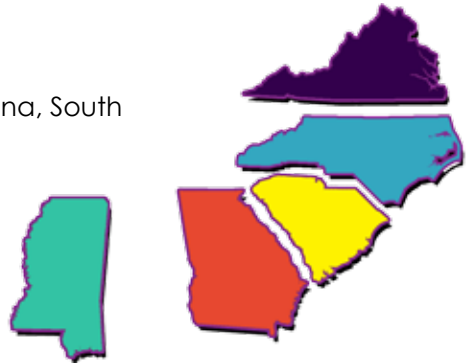
TICKET PURCHASERS

People from **31 States and Washington, DC** purchased tickets for our public performances.



TOURING

Our Resident Touring Company performed in **5 states**, including North Carolina, South Carolina, Virginia, Georgia, and Mississippi.



SCHOOL PERFORMANCES

Students from **17 counties** attended our school performances
14 in North Carolina and 3 in South Carolina.

NC: Catawba, Cleveland, Davidson, Gaston, Iredell, Lincoln, McDowell, Mecklenburg, Richland, Richmond, Rockingham, Rowan, Stanly, and Union

SC: Chesterfield, Lancaster, and York

That's a total of **over 60,000 served** through school performances.

BY THE NUMBERS

VOLUNTEERS

Our Board of Directors, ENCORE! volunteer group, and volunteer ushers provided **over 4,300 hours** of necessary and much-appreciated service to us in 2014-15.

COMMUNITY INVOLVEMENT

The purpose of our **Community Involvement Program (CIP)** is to nurture the creative and theatrical talents of children and families of diverse backgrounds by providing affordable educational drama experiences and outreach opportunities.

Classes in the Community

Through the Community Involvement Program, Children's Theatre of Charlotte offers free classes to organizations and groups that work with students who otherwise couldn't afford it. Classes are tailored to best suit the needs of each site. The classes are designed to help children become more self-confident and develop better life skills, as well as help nurture their artistic and theatrical talents.

700 students served across 15 community sites

Education Program Scholarships

Children's Theatre offers full and partial scholarships for students to attend our School of Theatre Training, Creative Drama, and Summer Camp classes at ImaginOn and at satellite locations.

300 students received full or partial scholarships

Ticket Scholarships

The Community Involvement Program also offers scholarship tickets to our productions at ImaginOn and to low income families and organizations that couldn't otherwise attend. Scholarship tickets are distributed on a first come, first served basis.

1,600 scholarship tickets awarded

PRODUCTIONS



In choosing the shows that we produce each season, we consider a number of factors. We look at each show's artistic merit. We consider the audience appeal for both public and school attendees. We ensure that we are serving a variety of ages. We strive for diversity in our programming. And we commit that each production will have a strong tie to our mission. To achieve this we hire the best directors, actors, and designers from Charlotte and around the country. Thank you for your support of Children's Theatre and the shows we create each year for our community.

Adam Burke, Artistic Director



101 Dalmatians

September 18-October 17, 2014

Based on the book by Dodie Smith

Book by Martha King de Silva

Music & Lyrics by Joan Cushing

WORLD PREMIERE

Audience member's response to 101 Dalmatians

I have been to many shows on Broadway, in Las Vegas, and, in London....but, I have to say that the performance of **101 Dalmatians** today was one of the best shows I have ever seen! Thank you for making your show wonderful!



The Emperor's New Clothes

November 5-21, 2014

Written by Max Bush

A touring production of Children's Theatre of Charlotte's Resident Touring Company



Scrooge!

December 4-19, 2014

Book, music and lyrics by Leslie Bricusse

Based on the book by Charles Dickens



The Story of the Little Gentleman

December 9-19, 2014

Written by Tomas von Bromssen and Lars-Erik Brossner

Based on the book by Barbro Lindgren

PRODUCTIONS



Lilly's Purple Plastic Purse

January 23-February 15, 2015

Written by Kevin Kling

Based on the book by Kevin Henkes

School Group response to *Lilly's Purple Plastic Purse*

Thank you so much for all your help and support. That was one of my favorite shows at Children's Theatre that I have seen (and I have seen a lot!). The actress that played Lilly was my favorite. She did a fabulous job... we all had a fabulous time and love all you do for the students.



Mike Mulligan and His Steam Shovel

January 24-February 8, 2015

Book, music and lyrics by Eric Lane Barnes

Based on the book by Virginia Lee Burton

A touring production of
Children's Theatre of Charlotte's
Resident Touring Company



Jackie & Me

February 27-March 3, 2015

Written by Steven Dietz

Based on the book by Dan Gutman

Audience member's response to *Jackie & Me*

My husband and I both agree that of all the years we have attended Children's Theatre performances (at least 20 yrs.) this was by far the VERY BEST play we have ever seen there. In fact, we think it's the VERY BEST children's play we have seen ANYWHERE (and we've lived in London and Sydney). THANK YOU for putting on such a thought provoking play and also for the wonderful acting.



Interrupting Vanessa

March 21-29, 2015

Written by Colleen Neuman

A touring production of
Children's Theatre of Charlotte's
Resident Touring Company



Dr. Seuss' The Cat in the Hat

April 10-May 3, 2015

Play Originally Produced by the
National Theatre of Great Britain

Adapted and Originally Directed by
Katie Mitchell

Based on the book by Dr. Seuss, presented
through special arrangement with
Music Theatre International (MTI)

SPOTLIGHT SERIES

As a complement to the work we produce, the **Spotlight Series** brings a variety of talented performing artists — such as guest musicians, mimes, dancers and storytellers — from around the country to our stages.

Guest Productions



Omimeo's Black Light Magic Halloween Dream

October 24-November 1, 2014



Step Afrika!

November 7-8, 2014



The Very Hungry Caterpillar and Other Eric Carle Favorites

March 15-22, 2015

Performed by the

Mermaid Theatre of Nova Scotia

Conservatory

The series also highlights the work of our high school Conservatory, part of our School of Theatre Training education program. Conservatory provides pre-professional, college-preparatory training and performance experience for students in grades 8-12. Through a competitive audition process, students are cast in an annual production. This advanced performance project integrates intensive weekly workshops led by industry professionals requiring direct application of methods and techniques to a production.



The Giver

September 26-27, 2014

Written by Eric Coble

Based on the Newbery Award-winning book by Lois Lowry

PRESCHOOL SERIES

Designed for our youngest audience members, our **Preschool Series** offers works produced by us and by our partner, PlayPlay! Theatre.

PlayPlay! Theatre

PlayPlay! Theatre was started in January of 2010. The company created and performed their first show in June of that year. Five years later, and in partnership with Children's Theatre of Charlotte, PlayPlay! Theatre performs to sold-out audiences with innovative performances designed for children age 3 and younger. Each show features simple plots for a small audience, performed in non-traditional spaces with floor seating and space to move around.



Uh-Oh!

August 13-23, 2014

Written and Performed by PlayPlay! Theatre

Audience member's response to *Uh-Oh!*

This was our first 3 and under experience and we thought it was wonderful. My 3-year-old was completely entertained, engaged and interacting the entire time. The actors were amazing. I was even amazed at how engaged the entire group of small children were. BRAVO again, can't wait until our next performance.



Pocket

June 2-6, 2015

Written and Performed by PlayPlay! Theatre

Produced by Children's Theatre of Charlotte



The Lion and the Little Red Bird

October 11-12, 2014

Written by Nicole B. Adkins

Adapted from the book by Ellisa Kleven

Also toured to local preschools

EDUCATION



Our unique education programs, consisting of classes, camps, residencies and workshops, share a common goal of developing theatre skills while inspiring creativity and self-confidence. Our staff of administrators and professional teaching artists implement programming, appropriate for toddlers to teenagers, that ignites curiosity and allows for students to grow socially and emotionally. The exploration of theatre and creative drama challenges students to succeed in a safe, fun environment. Ultimately, we build life skills through theatre skills. Your support makes the transformational experience possible — thank you!

Michelle Long, Director of Education

CREATIVE DRAMA

Creative Drama classes offer our youngest students an exciting introduction to performing. Students gain the ability to express themselves, build confidence, explore their imagination and develop basic social skills while learning theatre concepts and terminology. New materials are explored every session and change each year to create an engaging experience as children progress through the program.



Creative Drama classes had over 200 students enrolled.

SUMMER CAMP

Children's Theatre of Charlotte's award-winning Summer Camp program offers performance experiences for students ages 3-18 in a fun, interactive environment. Camps are grouped by age: Early Childhood (ages 3-5), Primary (rising K-2nd grade), Performance & Musical Performance (rising 3rd-7th grade) and Teen Experiences (rising 8th-12th grade). Professional teaching artists lead campers in acting, singing, dancing, and art activities.

We saw record enrollment with nearly 2,000 young people participating.



Each child represents 10 children enrolled in Summer Camp

SCHOOL OF THEATRE TRAINING

School of Theatre Training classes are geared toward 3rd-12th grade students who are dedicated to studying the skills and techniques of theatre. Students build theatre skills and techniques as they move through the levels of programming.

Over 450 students enrolled in School of Theatre Training.



School of Theatre Training

ONSTAGE

OnStage is the School of Theatre Training Performance Project, utilizing the skills and concepts learned in the School of Theatre Training program, providing an opportunity for application in a stage production. The unique process inspires creativity, builds confidence and enhances theatrical talents while teaching students the importance of teamwork, professionalism, and dedication.

Only students who participate in the 2015-16 School of Theatre Training are invited to register for OnStage 2016. Students rehearse a production Monday-Thursday for five weeks and perform in the McColl Family Theatre or Wells Fargo Playhouse at ImaginOn.

OnStage provided professional level stage experience to nearly 160 students.



OnStage production of *Into the Woods*



YOUNG PLAYWRIGHTS FOR CHANGE

Children's Theatre of Charlotte served as regional host for the 2015 Theatre for Young Audiences Young Playwrights for Change Contest. **Theatre for Young Audiences/USA (TYA/USA)** and the **American Alliance for Theatre & Education (AATE)** launched this nationwide play writing contest for middle school students to give a voice to our nation's young writers. The project looks to harness the creativity of young playwrights and bring focus to real world issues. The program's goal is to spark conversation and discussion that will ripple across our nation throughout classrooms, schools and communities about the chosen topic.

The Children's Theatre of Charlotte national entry, ***Finding Jacob* by Blake Long**, an 8th grader at Jay M. Robinson Middle School (Stacey Boone, Theatre Director), was chosen as an honorable mention play, and will be published in the *2nd Annual Young Playwrights for Change Anthology*.

NORTH CAROLINA THEATRE CONFERENCE HIGH SCHOOL PLAY FESTIVAL

Children's Theatre was a regional host for the NCTC High School Play Festival program October 31st and November 1st, 2014. Two plays from each of the Regional Festivals advance to the NCTC State High School Play Festival at Greensboro College, which is affectionately known as the "State Football Championships of Theatre." Winners go on to a national competition.



At the NCTC Festival, schools from all across the state come together to share their talents and celebrate their collective achievements. The Festival showcases the talent of more than 3,000 students from more than 100 schools, in nearly 130 productions. The program, named one of the "Top High School Theatre Festivals" by Stage Directions Magazine, is the largest high school theatre event in the Southeast, and has been replicated in 9 other states.

Schools load-in their set into a backstage area that is approximately 10'x10', before taking the stage to perform their play. Students have 45 minutes to tell their story and leave the stage completely clear. Following their performance, students receive verbal and written feedback from industry experts. When not performing, students watch performances from other schools, learn from their peers and make new theatre friends.

DEVELOPMENT



We believe that providing professional theatre experiences – on our stages and in our classrooms – is a collaborative partnership of artists, educators and our entire community. While Children's Theatre is sustained in part with earned revenue, it is through the generous financial investment of families, foundation and corporate donors that we are able to create vibrant and engaging theatre for the young people and families we are dedicated to serving. We are gratified for this support during our 2014-15 fiscal year.

Linda Reynolds, Director of Advancement

CORPORATE PARTNERS

EXECUTIVE PRODUCING PARTNER (\$50,000 AND UP)

Arts & Science Council
BlackArch Partners
Mecklenburg County
Mecklenburg County ABC Board
North Carolina Arts Council

PRODUCING PARTNER (\$25,000 - \$49,999)

American Airlines/US Airways
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DIRECTING PARTNER (\$10,000 - \$24,999)

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DEVELOPMENT

JESTER SOCIETY

Jester Society Members enjoy exceptional benefits. See ctcharlotte.org for giving levels and information, or contact our Development Office at 704-973-2806.

PRODUCING PARTNER (\$25,000 AND ABOVE)

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Sandra and Leon Levine
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Howard & Julie Levine
Doug & Mary McCurry
Arrington & Burch Mixon
John & Ann Porter
Marcus & Jill Rafiee
Rosalind & Jerry Richardson
Matt & Jeannie Salisbury
Angela & Josh Scholl
Tammy Stringer & Richard Viola
Quanteer Williams

CENTER STAGE (\$3,000 - \$4,999)

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John & Suzy Nurkin
Chuck & Kathleen Price
Linda Reynolds
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Greg & Susie Wilcox

LEADING ROLE (\$1,000 - \$2,999)

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In Honor of: Linda Lockman-Brooks;
Carla DuPuy; Tammy Stringer
& Debbie Harden
Laura & Doug Caldwell
Stoke & Julie Caldwell
John & Tracy Chandler
Melissa & Taylor Countryman
Mike & Katharine Cowan
Diane & Bill Denton
Jack & Jennifer DeRochi
Mike & Jody Desmond
Jim Doyle & Susan Anfin
Tom & Julie Eiselt
Kim & Ernest Ellison
Christi & Will Farr
Patty & Alex Funderburg
Beth & Gaston Gage
Mr. & Mrs. Greg Gonzalez
Hannah Grannemann
& Joseph Florence
Maggie Greenlee
Paul & Hope Griggs
Watts & Carol Hamrick
Brad & Karen Harris

DEVELOPMENT

JESTER SOCIETY

(continued)

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Barnes & Cammie Hauptfuhrer
David & Marti Head
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Stratford & Kipp Kiger
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Brent & Alice Torstrick
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Nik & Kathryn Van Nort
Brendan & Betsy Walsh

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Carter & Cathlean Utzig
Babak & Courtney Varzandeh
The Vining Family
Nick & Sharon Whiting
April & Thomas Whitlock
Daphne Williams
The Work Family
The Wray Family

Understudy Member (\$50 - \$99)

Kim Ashcraft
Rick & Michelle Fabrize
Tommy Prudenti
John Slechta

WAYS TO SUPPORT

Whether from an individual gift or corporate partnership, there are many ways to support Children's Theatre of Charlotte's wide array of programming. Learn more by visiting our website or contacting our Development Office.

Children's Theatre of Charlotte
Development Office
300 East 7th Street
Charlotte, NC 28202
ctcharlotte.org
704-973-2804

We sincerely appreciate your support. If we have misspelled or omitted your name, please call our Development Office. Gifts current as of Sept. 2015.

STAFF

Administration

Executive Director.....	Hannah Grannemann
Executive Assistant / Office Manager	Joann Smith
Finance Director.....	Tracy Chandler
Staff Accountant	Nancy Deel
Human Resource Manager	Carena Spivey
Partnership Coordinator (Shared Staff)	Maryann O'Keeffe
Administrative Assistant (Shared Staff)	Leah Yeomans

Production

Artistic Director	Adam Burke
Associate Artistic Director	Mark Sutton
Production Manager	Fritz Bennett
Associate Production Manager	Hazel Doherty
Technical Director.....	Andrew Gibbon
Stage Manager.....	Dallas Landrum-Martin
Core Artist & Touring Company Manager	Steven Ivey
Resident Touring Company	Veda Covington, Leslie Giles, Scott A. Miller, Rabsheem Shabazz
Audio Engineer.....	Logan Canipe
Master Carpenter.....	John Slechta
Master Electrician.....	David Carr
Properties Master.....	Joseph Watson
Scenic Artist	Tim Parati
House Carpenter/Deck Chief	Ryan Maloney
Carpenters.....	Owen Beeamer, Meena Carr, John Kelly, Mandy Peeler
Electricians	Patrick Kirby, Eric Winkenwerder
Costume Shop Manager.....	Brianna Bieker
Assistant Costume Shop Manager/Cutter Draper	Emily McCurdy
Design Assistant/Craft Specialist	Magda Guichard

Education

Director of Education	Michelle Long
Education Programs Coordinator	Tommy Prudenti
Education Systems Coordinator.....	Robin Tynes
Education Curriculum Coordinator	Adam Montague
Resident Teaching Artist	Sarah Diener

Advancement

Director of Advancement.....	Linda Reynolds
Associate Director of Advancement.....	Cherise Clark
Development & Volunteer Manager	Vicki Beachum
Grant Manager.....	Christine Noah

Marketing & Communications

Director of Marketing & Communications.....	Thomas Karr
Associate Director of Audience Experiences & Technology.....	Rob Odum
Customer Sales Manager.....	Lee LaBorde
Group Sales Coordinator	Dee Salts
School Performance & Partnership Manager	Valerie Rhymer
School Performance Assistant	Karen Steele
Touring Performance Coordinator.....	Margot Parrott
Audience Coordinator.....	Louise Lawson
Data Manager	Claire Whitworth-Helm
Customer Sales Associates.....	Allison Beck, Meg Elliott, Zach McRae
House Managers	Janna Bennett, Carolina del Castillo, Jocelyn Ferber, Arlethia Hailstock, Janae Moore, Kelly Price, Karen Steele

LOOKING AHEAD

Our 2015-2016 season aims to be the strongest yet, with a number of new initiatives including:

- **New Play Development**

Developing important new works is critical to the ongoing success of producing theatre for young audiences. In collaboration with talented playwrights, composers, and designers, we produced three world premieres for our 2015-16 season that will become part of that library for children and families everywhere. These three productions are *Ella's Big Chance: A Jazz Age Cinderella*, *'Twas the Night Before...*, and *The Magic Kite*. Learn more about each on our website, ctcharlotte.org.

- **Theatre 360**

A shared program with Charlotte Mecklenburg Library, Theatre 360 extends the theatrical experience beyond the stage with free activities for children and families. It's an opportunity to learn more about the shows and to explore different art forms with your family. These fun experiences are offered through pre-show and post-show workshops and audience engagement experiences before selected public performances.

- **Mini-Camps**

Tested as a pilot program during Spring Break of 2015, mini-camps become a regular fixture in our Education Programs in 2015-2016, providing opportunities for children during Charlotte-Mecklenburg School holidays and teacher workdays.

- **Subscription Packages**

Distinguished by recommended age group or "Choose Your Own" style, subscription packages allow families to get great seats at a great price.

- **Reserved Seating**

Reserved seating allows families to plan ahead and make seating decisions based on preference and accessibility.

- **New website and ticketing database**

Allowing for real-time, customer-friendly Internet ticket sales, education registrations, and donations, our new website and ticketing database will also provide us with more substantial reporting and forecasting.



The Story of the Little Gentleman



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Uptown at ImaginOn



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