"Best Pandemic Pivot: Children’s Theatre of Charlotte” – Queen City Nerve

Last season will forever be marked by the onset of COVID-19 and the need for the performing arts to “pivot” their programming in order to continue to support the community. Children’s Theatre earned the title of the “Best Pandemic Pivot” from the Queen City Nerve. Our 2019-20 season was a tale of two worlds: pre-pandemic and post-pandemic.

We opened our pre-pandemic season with the Broadway classic *Peter Pan*. We brought in a long-time favorite director, Jenny Male, who is both a certified fight choreographer and as well as intimacy director, to helm this piece. In a world that is re-imagining what it means to be equitable, inclusive and kind, we were excited to use this as an opportunity to both bring this classic to life while re-examining the impact of stereotypes on young people. For a hundred years this classic story has included a piece that at its core, many deem racist: Tiger Lily and her “Indian” tribe and the song they sing. In our re-imagined script this storyline was re-framed as the story of a fictitious and mythical Tiger Lily and her band of fierce female warriors called the Pounce.

Our third installment of *The Kindness Project* was a sleeper hit as it was based on a book that third graders across the region were reading. A musical adaptation of the award-winning picture book, *The Invisible Boy*, written by Trudy Ludwig and illustrated by Patrice Barton, made its way to the Wells Fargo Playhouse stage. The stage play was written by long-time Children’s Theatre collaborator, Christopher Parks. We brought the creators of the book to Charlotte in order to interact with young audience members and to be part of the Charlotte Mecklenburg Library’s EpicFest.

Tony-winning director, and Charlotte’s very own, Corey Mitchell, lead the creative team as director of our next piece, *Akeelah and the Bee*. It was the third piece of the season that allowed our School of Theatre Training students to work alongside professional actors on our stage. It also brought back one of our favorite scenic designers, Anita Tripathi.

Our final pre-pandemic show of the season was another collaboration and co-production between Children’s Theatre and *The Experiential Theatre*. Christopher Parks collaborated with local hip-hop artists and actors, Rahsheem Shabazz and Ron Lee McGill, to create a fresh new musical called *GRIMMZ Fairy Tales*. Children’s Theatre also partnered with Charlotte Mecklenburg Schools and their E3 program to bring 5th graders to this show.

Unfortunately, on March 10th, 2020, we were forced to close *GRIMMZ Fairy Tales* as well as our doors for the next several months. We shut down the tour of our Resident Touring Company, our preschool show, Balloonacy, our teen show, *Afflicted Daughter’s of Salem*, and one of our biggest shows of the year, *Dragon’s Love Tacos*.

We had just finished our School of Theatre Training program and those students were about to embark on one of the most exciting programs at Children’s Theatre, *OnStage*. As we looked around the region, all schools were closing, and all the performing arts were shut down. While we did not know what the future may present, and we were sheltering in place as a community, we continued to want to be of service to our young students. We decided to continue our *OnStage* program virtually. We also decided to immediately offer free streaming for two of our past recorded productions. To provide a richer experience, we also virtually gathered writers, designers, directors and actors to provide live context and deep conversation about the creative process. Our award-winning education team also pivoted with our summer programming and immediately began creating online curriculum for June Summer Camps.

As we move into the unknown of the new season, your unwavering support has been incredible and valued. Children’s Theatre continues to be of service to the community and your support and partnership is vital. As we serve our audiences, students, schools and community partners, your involvement as partner, donor and friend is necessary and allows us to move forward with our mission to “create exceptional theatre experiences, inspiring generations to explore the wonder of their world.”

With gratitude,

Adam Burke, Artistic Director
A note from the Board Chair

Dear Friends and Supporters of Children’s Theatre of Charlotte:

I am proud to share with you Children’s Theatre of Charlotte’s Annual Report. Children’s Theatre of Charlotte is one of the leading theaters for young audiences in the United States and a fantastic cultural resource for children of all ages in our region. We celebrated our 73rd season of exceptional theatre experiences inspiring young people to explore the wonder of their world!

This year, from our stages at ImaginOn in downtown Charlotte, Children’s Theatre opened with an incredible run of Peter Pan, complete with a flying Peter Pan, continued our holiday season family tradition with our 4th year of The Best Christmas Pageant Ever: The Musical, and continued our Kindness Project with the world premiere of The Invisible Boy. We also introduced an exciting hip-hop version of GRIMMZ Fairy Tales in collaboration with Experiential Theatre. We also continued to deliver top-notch education programs to the community all year long at locations throughout the region. Our focus continues to be enriching the lives of ALL children in Charlotte area and we are able to do that through our school shows and scholarships.

Our 73rd season brought with it special challenges with the advent of the COVID-19 Pandemic. The Theatre committed to helping ensure the safety and health of staff, artists, patrons and children and suspended our Theatre season and education programs in March 2020. We continue to seek and implement safe and innovative ways to accomplish our mission of delivering theatre experiences to our children and the community through on-line, digital and virtual mediums.

I would like to thank our talented and dedicated staff and artists, our students and families, our Board, ENCORE! and volunteers for making these experiences possible. We are grateful to patrons, season ticket holders, sponsors, grantor agencies and foundations for your support to Children’s Theatre this past year. YOU help make the magic happen, and we are excited for our 74th season.

Tim Rogers
Chair, Board of Directors
### Sources of operating revenue and support

<table>
<thead>
<tr>
<th>Source of Revenue</th>
<th>Amount</th>
<th>% of Total</th>
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</thead>
<tbody>
<tr>
<td>Earned income</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public and school show ticket sales</td>
<td>$1,037,900</td>
<td></td>
</tr>
<tr>
<td>Education programs</td>
<td>705,300</td>
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<tr>
<td>Performance fees - Resident Touring Company</td>
<td>163,000</td>
<td></td>
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<tr>
<td>Other</td>
<td>98,500</td>
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<td><strong>Total earned income</strong></td>
<td><strong>$2,004,700</strong></td>
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<tr>
<td>Contributed support</td>
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<tr>
<td>Contributions</td>
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<td>Arts &amp; Science Council grants</td>
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<tr>
<td>Government grants</td>
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<td>In-kind facility services</td>
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<td><strong>Total contributed support</strong></td>
<td><strong>$1,624,400</strong></td>
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<td>Endowment distribution</td>
<td>$635,700</td>
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<tr>
<td><strong>Total operating revenue and support</strong></td>
<td><strong>$4,264,800</strong></td>
<td><strong>100%</strong></td>
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### Operating expenses

<table>
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<tr>
<th>Expense Category</th>
<th>Amount</th>
<th>% of Total</th>
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<tbody>
<tr>
<td>Production/performance programs</td>
<td>$2,406,100</td>
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<tr>
<td>Education programs</td>
<td>866,200</td>
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<td>Marketing/public relations</td>
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<td>General/administrative</td>
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<td>Fundraising/development</td>
<td>332,000</td>
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<tr>
<td><strong>Total operating expenses</strong></td>
<td><strong>$4,309,800</strong></td>
<td><strong>100%</strong></td>
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</tbody>
</table>

Operating results: $0
Board Designated Operating Reserve: $45,000

### TOTAL EARNED INCOME
$2,004,700

### TOTAL CONTRIBUTED SUPPORT
$1,624,400

### TOTAL OPERATING REVENUE AND SUPPORT
$4,264,800

### TOTAL OPERATING EXPENSES
$4,309,800

The Invisible Boy
**Public performances**

28,583 individuals
from 37 states including Washington, D.C., purchased tickets

**Touring performances**

Two touring companies performed a total of 202 times

performances by the Resident Touring Company 161
by the Preschool Company 41

throughout 28 counties in North Carolina plus multiple stops in Georgia and South Carolina.

**School performances**

More than 38,458 students served from 16 counties

12 in NC
4 in SC

**Education programs**

More than 4,722 children served through various classes, camps and programs

1,590 registered for Summer Camps and Mini-Camps
255 enrolled in Creative Drama classes
498 enrolled in School of Theatre Training
2,379 Community Involvement Programs, In-school residencies, workshops, Master Classes, and OnStage

**Virtual Experiences**

5,049 views of online content via YouTube for Movement with Mavis and Meet a Script
13,111 views of Watch Parties for The Invisible Boy and Journey to Oz
222 views of OnStage virtual productions

**Volunteers**

More than 4,373 hours of service
by our Board of Directors, ENCORE! volunteer group and community volunteers
WHO WE ARE

Our mission and values

Values

We believe in the power of theatre.
We believe our work should be rich with wonder, honesty, compassion, joy, humor and wisdom.

We are dedicated to excellence.
We strive for professionalism and outstanding artistry in all our efforts.

We believe in the educational power of the arts.
We believe the arts are central to learning and that they delight, enlighten and enchant.

We respect and embrace the uniqueness of all young people.
We strive to foster creativity, imagination and independent thinking; we look to assist young people as they face life’s challenges and discover themselves and the world.

We provide a supportive, nurturing, safe environment for all who pass through our doors.
We treat everyone with equal respect, courtesy and care.

We bring together the diverse populations of our community.
We strive to represent the cultural diversity of our extended community in who we are and what we do.

We are dedicated to financial strength.
We believe continued financial strength is paramount to our success.

We value the passion and commitment of staff and volunteers.
We strive to support and nurture our staff and volunteers throughout all aspects of our organization.

We believe serving and engaging our community is at the core of our work.
We strive to provide a place for people and organizations to connect, collaborate, learn and grow together.

Mission Statement

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

The Invisible Boy
THANKS TO ALL OF OUR DONORS AND SUPPORTERS.

CORPORATE AND FOUNDATION PARTNERS

**Executive Producing Partners**
($50,000 and more)
- Arts & Science Council
- North Carolina Arts Council
- The Shubert Foundation
- THRIVE Fund
- Charlotte-Mecklenberg COVID-19 Response Fund, a partnership between United Way of Central Carolinas and Foundation For the Carolinas

**Producing Partners**
($25,000 to $49,999)
- Bank of America Foundation

**Directing Partners**
($10,000 to $24,999)
- BlackArch Partners

**Leading Role Partners**
($1,000 to $2,999)
- The Britton Foundation
- Charlotte Roller Derby

**Standing Ovation Partners**
($5,000 to $9,999)
- Carolina Panthers Charities
- Coca-Cola Bottling Co. Consolidated
- Comwell Foundation
- The Dickson Foundation, Inc.
- Edifice, Inc.
- SteelFab, Inc.

**Leading Role Partners**
($1,000 to $2,999)
- The Britton Foundation
- Charlotte Roller Derby

**ECM Solutions**
- Lancaster County Community Foundation
- New Day Wellness Center PLLC
- The Daniel, Edward, Cora & Strickland Foundation
- Union County Community Foundation
DO NORS AND SUPPORTERS CONTINUED
INDIVIDUAL AND FAMILY DONORS

Leading Players Society
($25,000 and more)
Rob & Kate Buckfelder

($10,000 to $24,999)
Anonymous
Linda Reynolds
Jennifer & Jack Ross
The Sario Family
Tammy Stinger & Richard Viola

($5,000 to $9,999)
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Danielle & Adam Burke
Dr. Daniel Donner
Bryan & Jami Farris
Dorlisa & Peter Flur
Travis & Lise Hain
The Hensley Family
Ryan & Danielle Hutcheson
Ashley & Matthew Joseph
Mitchell Kelling
Edward & Florence Kim
Bruce & Anita LaRowe
Howard & Julie Levine
Arrington & Burch Mixon
Brian & Laura Murdock
Michelle & Tim Rogers
Angela & Josh Scholl
Quanteer Williams

($3,000 to $4,999)
Dr. Kristin Black
Joan Martin & Patrick Burgess
Herb & Gina Clegg
John & Nancy Dickson
Mr. & Mrs. Greg Gonzalez
LaKeisha & William Jefferson
Sarah & Mike Kaminski
Catherine & Jerry Malone
Maddie & Brian Myers
Mallory Navin & Joe Shreve
Charlie & Stacia Neugent
Kathleen & Anthony Sciacca
Brad & Whitney Vineyard

($500 to $999)
Sylvia & Randy Allen
Allyson & Scott Anderson
Stephanie Castles
Debra & Keith Clark
Veruska & Julio Colmenares
Elizabeth Corcoran
Rob & Caryn Craige
Barry & Nancy Deel
Susan Anfin & Jim Doyle

($100-$249)
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Leah & Jay Abraham
Jane Agee
Karen Aman
Kathleen Clark
Mary & Clint Barlow
The Dale Beachum Family

Bina Bieker
Mr. & Mrs. Alan Blumenthal
Peggy & Steven Burke
Cynthia Curry
Dennis Delamar
Bill & Janny DeLoache
Blair Donald
Mary Katherine Dubose
Cheryl Endy
Robert Fox
Andrew Gibbon
Natasha Grant-Dean
Magda Guichard
Arlethia Hallstock
Stuart Hair
Richard Hamilton
Halsten Heinz
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LaTarah Coney
Kathi & John Knier
Louise & Jerry Lawson
Trudy Ludwig
Robin & John Maxwell
Elliott & Jennifer McCabe
Julie McDowell
Dorothy McMillan
Daniel Merlin
Sheara Miller
Nancy Morris, in Honor of Kelly Carder Morris
Beth Murray
Samantha Mwangi
Tim & Kim Parati
Jena & Joe Pedrilo
Steven Levine & Shawnna Pledger
The Qasim Family
Melissa Robertson
Susan Sherill
Dawn Spivey
Karen Steele
Wes & Claudia Sturges
Robert Squibb
Claire & John Tate
Alan Thomas
Drew Thrasher
Anne & Chris Warren
Jayke Watson
Marsha Wiggins
The Wray Family
Cara & Jake Yara
DO NORS AND SUPP ORTERS CONTINUED

INDIVIDUAL AND FAMILY DONORS

($50-$99)
Carol Adler
Elena Airapetian
Jason Asch
Karen Atlano
Laurie Bell
Alan Boone
Julie Bradlow
Drew Branham
Lucy Bush
Laura Cameron
Elizabeth Cassano
Tim Clark
Ann Crehore
Lorraine Decker
Robin Dicker
Melina Dixon
Dr. Shamieka Dixon
Dave & Eileen Dunlap
Meeghan Farley
Stacy Freed
Phyllis Gadson
Jo Galbraith
Cynthia & Henry Gass
Sisi Hester-Clarke
Jennifer Greer
Gary & Pushpa Gross
Deidre Grubb
Emma Hanson
Nicolette Harris
Micah Hein
Jennifer Hirsch
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Regina Howe
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Athena Kortesis
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Jake Leblanc
Michael Leith
Debbie Lister
Nyesha Long
Claire Lukens
Linn Lunder
Mary Lou Maher
Jennifer Matthews
Valecia McDowell
Debra Mein
Miranda Miller
Nicole Mims

Lori Molitor
Velda Molitor
Fred Monroe
Adam Montague
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Nia Peace
Katie Pohlheber
Janelle Powers
Emily Pratt
Kimberly Proudman
Tommy Prudenti
Mary Pugh
Misbah Rana
Jennifer & Sam Reaves
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Laura Rodriguez
Stanley Ruppe
Anat Russell
Rebecca Schuman
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Jessica Shaffner
Laura Shvedo
John Slechta
Becky Sowell
Theckla Sterrett
Matthew Trager
Kristi Trangrud
Edward Triebell
Ece Turksonmez
Tara VanCleave
Linda Wells
Laura Williams

Akeelah and the Bee
Peter Pan