



2019-20 ANNUAL REPORT



A MESSAGE FROM THE ARTISTIC DIRECTOR

"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

REFLECTIONS ON THE PAST YEAR

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



The Invisible Boy



The Best Christmas Pageant Ever: The Musical



GRIMMZ Fairy Tales

FINANCIAL STATEMENT

(UNAUDITED)



The Invisible Boy

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

Sources of operating revenue and support

% of Total

Earned income

Public and school show ticket sales	\$1,037,900	
Education programs	705,300	
Performance fees - Resident Touring Company	163,000	
Other	98,500	
Total earned income	\$2,004,700	47%

Contributed support

Contributions	\$841,000	
Arts & Science Council grants	364,600	
Government grants	101,700	
In-kind facility services	317,100	
Total contributed support	\$1,624,400	38%

Endowment distribution	\$635,700	15%
Total operating revenue and support	\$4,264,800	100%

Operating expenses

% of Total

Production/performance programs	2,406,100	56%
Education programs	866,200	20%
Marketing/public relations	350,000	8%
General/administrative	398,400	9%
Fundraising/development	332,000	7%
Total operating expenses	\$4,309,800	100%

Operating results before Operating Reserve	(\$45,000)
Board Designated Operating Reserve	45,000
Operating results	\$0

THE YEAR IN REVIEW

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	4
in	in
NC	SC

Volunteers

More than **4,373 hours** of service

by our Board of Directors, ENCORE! volunteer group and community volunteers

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

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.





Akeelah and the Bee



The Best Christmas Pageant Ever: The Musical

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)

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Standing Ovation Partners (\$5,000 to \$9,999)

Carolina Panthers Charities
 Coca-Cola Bottling Co. Consolidated
 Cornwell Foundation
 The Dickson Foundation, Inc.
 Edifice, Inc.
 SteelFab, Inc.

Leading Role Partners (\$1,000 to \$2,999)

The Britton Foundation
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Akeelah and the Bee



Peter Pan



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photos by John Merrick