THE GRAND

PARTNERSHIPS MAKE THE GRAND STRONGER

2015–2016 Annual Report

Pictured (clockwise from top): Summer in Parks participants; Tracy Morgan Meet & Greet; First State Montessori Academy students performing in DanceWorks! recital in the baby grand; Grand Baile in Studio One; Itzhak Perlman, Mischa Maisky, and Evgeny Kissin as part of the Renaissance Concerts Series; Market by Moonlight spring fundraiser; Jason Mraz at Copeland Hall; and MAMMA MIA! at The Playhouse.
HIGHLIGHTS OF THE YEAR

EXECUTIVE

- The Grand gained national recognition when the TV comedy improv group called Impractical Jokers taped two performances in June for a concert special. That special aired in late August on TruTV and was titled “Impractical Jokers: One Night at The Grand.”

- The Grand took a leadership role in several arts-oriented advocacy and awareness-building efforts in the past year:
  - Helped create a recurring column in The News Journal every other Sunday. “Behind The Scenes” will be a forum for cultural leaders to discuss salient trends in the non-profit arts world, keeping those issues and our community in the public eye.
  - Hosted three mayoral debates in The Grand’s Copeland Hall, placing The Grand and the arts at the center of a high-interest local election in partnership with key media and business partners. One debate was devoted to the arts and quality of life.
  - Launched an external affairs committee with Board and Trustee members charged to forge stronger relationships with elected officials at all levels of government.

- In January, the Board, executive staff, and department heads completed a comprehensive three-year strategic plan. That ambitious plan will be benchmarked twice a year by the Board.

- Over the summer, the programming department took on a full-time assistant for Steve Bailey, Managing Director of Programming, an enhancement designed to streamline administrative functions of artist contracting and follow-up, freeing Steve to focus more on cultivating relationships and confirming artists.

DEVELOPMENT

- Secured $1 million Longwood Foundation grant, which will be divided between capital needs and general operating funds over the next three years.

- Implemented a Broadway sponsorship program which exceeded expectations going into the upcoming fiscal year and garnered $250,000 in new support through in-kind and cash gifts.

- Launched a new fundraising event called Market By Moonlight, which involved a number of small business partners—including downtown restaurants and Downtown Visions—as well as encouraged new patrons to attend an event at The Grand.

- Exceeded individual giving numbers from FYE15 and laid the groundwork for a new major gifts initiative as well as a Playhouse audience giving campaign in FY17.

COMMUNITY ENGAGEMENT/EDUCATION

- Stages of Discovery completed its first fully combined season with the former DuPont Theatre Copland Children’s Series. Presenting 31 school matinee performances, we hosted audiences totaling over 23,000 from Delaware and neighboring states. The variety of shows, designed for students from pre-kindergarten through middle school, connect with a core structure of subjects including history, literature, science, and character-building skills, as well as provide a creative learning experience that comes to life on stage.

- Summer programming included the long-time tradition of live theatre at The Grand along with Wilmington’s newer tradition of arts in the parks. Summer Children’s Theater served more than 5,000 kids, parents, and caregivers at five exciting productions with “pay-as-you-can” admission. Wilmington’s fourth annual Summer in the Parks series, sponsored by the City of Wilmington, extended over a nine-week period, employing over 215 individual artists in 94 interactive arts events at 15 different park sites – reaching over 4,000 participants.

- Other arts education programs provided meaningful experiences for close to 1,500 students, including workshops with the touring casts of our Broadway in Wilmington series, teaching artist residencies through the Warner Shortlidge Arts Alliance, DanceWorks classes with First State Ballet, and music lessons at the Arts Academy.

- Fun opportunities for adults to get involved in the arts included Grand Baile Latin dance nights, monthly art exhibits in the Grand Galleries, and talent competitions for comedians and musicians through LOL@TheGrand, Musikarmageddon, and Musikarmageddon Solo.

- Community partnerships saw success in special events such as the inaugural MLK Communication Contest in partnership with Christ Church Christiana Hundred and YWCA Delaware, Delaware Hispanic Awards in partnership with Delaware Hispano, and the Boysie Lowery Living Jazz Residency in partnership with Light Up the Queen Foundation.
In January of 2015, The Grand Opera House acquired The Playhouse on Rodney Square from the DuPont Company, significantly enlarging and changing this organization’s core business. Although the Board and Staff believe this move promises great long-term opportunity for the future growth and stability of The Grand’s overall operation, there will continue to be manageable operating deficits in the short term as the transition into this new business model occurs. Further, because The Grand operates on an accrual accounting basis, there are funds received and awarded in some fiscal years that will ultimately apply to programs and projects in alternate fiscal years once they are released from restrictions.

The Grand’s Volunteer Show Corps donated **22,563 hours** during the 2015-2016 season and has grown to **over 200 members**.

To increase our special event business, the Operations department has created a Rentals Assistant position. This person will be the point of contact from the time a prospective renter makes their first call to our venue through the end of their event. She will also work to increase The Grand’s presence at bridal and special event expos.

Operations has purchased enough tables and chairs to provide seating for over 200 people. This eliminates the need for people to secure their own seating for large events held at The Grand. The funds for this purchase were provided through a generous grant from Capital One.

**FINANCIAL SUMMARY**

- **FYE16 Income: $8,137,527**
  - Gross Ticket Revenue
  - Presentation Building Fee
  - Other Earned Income
  - Contributed Income
  - Fundraising Events
  - Grants & Foundations
  - Endowments
  - Government (State, City, County) Funding
  - In-kind Goods & Services

- **FYE16 Expenses: $8,329,096**
  - Salaries & Benefits
  - Artist Fees
  - Administration
  - Box Office
  - Development
  - Fundraising Events
  - Community Engagement
  - Facilities
  - Marketing
  - Other Production

The financial report for the 2015-2016 season is subject to a final audit. Other earned income denotes revenue from concessions and rentals.