



A SEASON TO REMEMBER



2014 ANNUAL ACTIVITY REPORT

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A YEAR OF STEADY IMPROVEMENT.

In **December 2013**, the Simsbury Performing Arts Center, Inc. entered into an agreement with the Town of Simsbury to manage the Simsbury Meadows Performing Arts Center. As a new nonprofit, with a volunteer board, we accepted the challenge to help establish Simsbury as an entertainment destination while enhancing and protecting the assets and interests of the Town. In the 2014 season, nearly 40,000 people attended Simsbury Meadows events. We think this level of interest is amazing, but we know there's a lot more work to do.

During the 2014 Fiscal Year, the Simsbury Performing Arts Center, Inc. Board, through several hands-on committees, developed a new logo and brand, and launched an attractive and informative website. We installed a Quickbooks accounting system, with purchasing and other controls. We established and improved professional relationships, created a new concert series, and worked hard to be good neighbors and partners with the citizens and businesses in Simsbury and the Farmington Valley.



Dave Ryan, President

We project that we will end the year with a small surplus, and see this as good practice since we are a weather-dependent performance space. One of the five Talcott Mountain Music Festival concerts was a complete washout due to a stubborn storm. The Hartford Symphony did an admirable job of accommodating customers at the next concert, but it is difficult to completely make up for a lost event.

We held a Kickoff fundraising event in April 2014 (see page 13). Thank you again to all who were so generous. Those funds served two critical purposes. First, they provided a needed reserve against an excess of bad weather. Second, and perhaps no less important, they are being used to explore the feasibility of constructing a covered seating area. Ideally, the roof would cover 2,000-3,000 seats and be the first retractable roof of its kind in America. While that would be a real stretch in design and financing, it would make Simsbury a unique entertainment destination.

On a final note, this is truly a community project. We had over \$22,000 in donor support and lots more in volunteer hours, in-kind contributions and sponsorships. Over 75 volunteers gave their time to guarantee a safe, good time for our guests. We are proud of the work we've done and the community support we receive but know there's a lot more to do. If you think you can help, please don't be shy. We'd love to have you join us.

Sincerely,

David R. Ryan

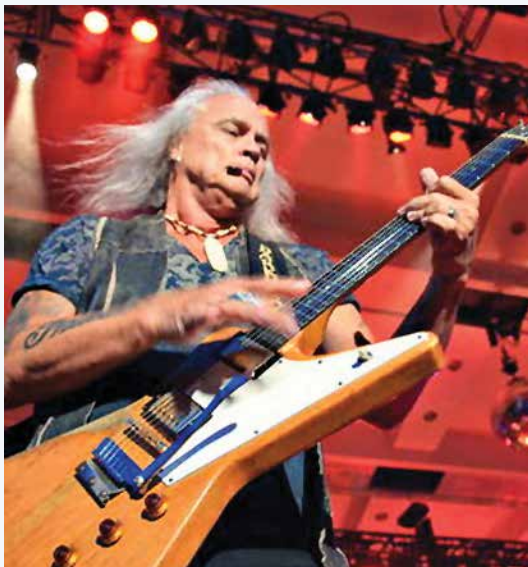
Dave Ryan, President

Enabling Success. Managing Problems.

The Simsbury Meadows Performing Arts Center is managed by Vincent Productions under an incentive contract that rewards success in presenting desirable quality entertainment. During any concert season a fine balance needs to be struck when promoting concerts and events. If events are not promoted energetically enough, attendance suffers and the result is a financial deficit. Events that are too big lead to crowds that tie up traffic and create problems for local businesses. No less important are such variables as rentals, artists, and weather.

Maintaining control of sound levels has emerged as an important issue especially with some of the more “energetic” performers. Keeping the band and promoters happy, and providing the audience with the show they paid for, has to be balanced with respect for the peace and quiet of neighbors. SMPAC staff and board are actively seeking new ways to control sound within the venue.

By the time of publication of this report, we will be well into planning for the 2015 season including booking artists, signing food vendors, arranging for rentals and selling sponsorships. We are thankful for the local businesses and individuals who came forward last year, especially our lead sponsor **Simsbury Bank**. We can’t wait to see what 2015 brings!



We Run on Volunteers.

Volunteers are the lifeblood of the concert season, and are active in a variety of roles such as parking, ushering, serving soft drinks & water, setting up/tearing down, providing general information, assistance and directions.

In 2014, 33 persons enrolled in specialized training to be TIPS (Training for Intervention ProcedureS) certified, which is good for 3 years. Only TIPS certified volunteers are allowed to serve beer or wine at the Performing Arts Center. The TIPS certification program helps servers understand Connecticut’s laws regarding alcohol, such as checking for proper ID and signs of over-consumption. Volunteers served beer and wine at all the Summer Concert Series events and on a smaller scale at Talcott Mountain Music Festival events.

Sales of beer and wine brought in more than \$100,000 in 2014. This income was used to offset operating expenses and to keep ticket prices as low as possible.

For 2015, in anticipation of more concerts being held, we will need to train an additional 30+ TIPS volunteers and have a total of at least 100 general volunteers.



Board Activity

The Simsbury Meadows Performing Arts Center has a very active volunteer board. This board is responsible for mission, vision and finance, like other nonprofit boards. But we also set up chairs, direct traffic, serve refreshments and provide any needed hands-on support. The full board meets regularly throughout the year, but most board activity is committee driven. Committee activity increases beginning in the spring and remains high through Septemberfest.

The Board of Directors is comprised of these members: Catherine Barnard (Secretary), Lee Burrus, Jeff Dornenburg, Martin Geitz, Robert Hensley, Ferguson Jansen, Edward Kubasek, Michael Pendergast, Gregory Piecuch (Treasurer), Jane Porterfield, Tim Pusch, David Ryan (President), Philip Schenck, and Linda Schofield.

Raising Money. Raising the Roof.

Few things in life are more enjoyable than a quality, professional concert under the stars. However sometimes, especially here in Connecticut, the weather doesn't cooperate and we have to deal with rain.

The Hartford Symphony Talcott Mountain Music Festival does its best to schedule rain dates and most times the show will go on. Unfortunately, this year the Fourth of July Celebrate America Concert was completely rained out. This was disappointing to the fans and costly for the Symphony and for Simsbury Meadows.

For the Summer Concert Series, it's not possible to schedule rain dates as the bands are stopping here on their way from one concert event to another. So, Summer Concert Series are rain or shine events.

At the 2014 SMPAC Kickoff, the idea of a partial roof was introduced with tremendous support immediately forthcoming. More than \$20,000 was raised to pursue the roof concept and to support the operating finances of the performing arts center. The Simsbury Meadows board met with the Hartford Symphony and other stakeholders to discuss possibilities and necessities that need to go into a roof design. The architectural firm of Fletcher Thompson was engaged to help visualize the possibilities and limitations of such a structure. Initial concepts are expected to be presented at the 2015 kickoff event.

Simsbury Meadows PAC is deeply grateful to the sponsors and supporters who contributed more than \$80,000 to our successful season.





TALCOTT MOUNTAIN MUSIC FESTIVAL

HARTFORD SYMPHONY ORCHESTRA



2,420

MIDSUMMER
MOZART



1,105



4TH OF JULY
CELEBRATE AMERICA



6,248

BROADWAY
ROCKS



3,239

THE WHO



Hartford Symphony Lets Its Hair Down

The Hartford Symphony is nationally known and respected for its discipline, artistry, and professional rigor. For nearly twenty years, the Symphony has also been known for having a little fun in the off-season. The Talcott Mountain Music Festival has given this group of talented musicians a chance to experiment with a number of musical genres. The 2014 season was no exception, with concerts that paid tribute to such diverse artists as The Who, Ella Fitzgerald and Mozart. Other popular concerts included Celebrate America on the Fourth of July, and the toe-tapping Broadway Rocks!

This year more than 17,000 people enjoyed the symphony experience under the stars. As in previous years, many visitors prepared elaborate picnics to the

delight of their friends and the envy of other audience members. The Talcott Mountain Music Festival has become a cherished tradition for friends and families throughout the region.

Although we enjoyed mostly cool and dry concert weather, one concert was lost due to rain. In these circumstances, ticket holders are offered admission to another concert in the series.

The Town of Simsbury and Simsbury Meadows Performing Arts Center are proud of their ongoing and mutually beneficial relationship with the acclaimed Hartford Symphony Orchestra. We are all looking forward to seeing what exciting new ideas the Symphony will bring to Simsbury in 2015.



4,379

ELLA FITZGERALD
LOUIS ARMSTRONG

CONCERT
ATTENDANCE



SUMMER CONCERT SERIES

WILLIE NELSON | ALLISON KRAUSS | LYNRD SKYNRD | TEDESCHI TRUCKS BAND



3,800

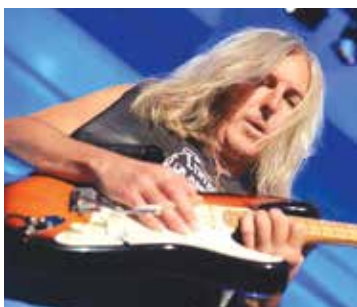
LYNRD SKYNRD

5,800

WILLIE NELSON/
ALLISON KRAUSS

4,247

TEDESCHI
TRUCKS BAND



Bringing Big Name Acts to Simsbury

"I've always wanted to see Willie Nelson. And now I'm seeing him right here in Simsbury. This is great," said Jeff Dornenburg, Simsbury Meadows Board Member. And that's just what the Summer Concert Series is designed to do. Bring in big-name acts, with broad audience appeal. In 2014 fans enjoyed The Lynrd Skynrd Band, Willie Nelson, Allison Krauss and The Tedeschi Trucks Band.

The Summer Concert Series has a slightly different format from the Hartford Symphony's Talcott Mountain Music Festival. The Symphony encourages al fresco picnicking and has a limited number of food and beverage vendors available. Because on-site vendor sales help offset big-name ticket prices, 'bring-your-own' is not allowed at the Summer Concert Series. For long-time Meadows patrons this

caused some initial confusion. But newcomers found vendors plentiful and reasonably priced. To address any remaining confusion, new signage was added midseason, as well as additional instructions on the website.

A core of committed volunteers also helps keep ticket prices affordable. Volunteers do everything from usher and take tickets, to set up chairs and serve beer and wine. Anyone serving alcohol at Simsbury Meadows events must be TIPS certified to ensure the safety of our guests and the residents of Simsbury. Volunteer information is available at www.simsburymeadows.com.

With the successes of the 2014 season, we are looking forward to an even better 2015. Look for upcoming announcements in the spring of 2015.

CONCERT ATTENDANCE



SEPTEMBERFEST

FRIDAY, SEPTEMBER 5, 2014 — SUNDAY, SEPTEMBER 7, 2014



3,000
PEOPLE



EVENT ATTENDANCE

A Community Celebration

Septemberfest is a celebration of family, fun, food and great entertainment, most of it free. And it's all kicked off with a thrilling fireworks display.

The three-day celebration included children's activities, live music, community group displays, great food, and a business expo welcoming retailers, services and organizations from the greater Hartford area. One of Saturday's special features was a home improvement show. Exhibitors this year included experts in kitchens and baths, home offices, expanded living spaces, exterior replacements and repairs, and landscaping, as well as energy efficient products and services.

At the food court, over 20 local area restaurants served up signature dishes for al fresco and family friendly dining.

In the evening, The Moonlight Pub featured a selection of beer from regional craft brewers, imported favorites, and wine. Non-alcoholic beverages were also available.

Free live music included The Carrie Johnson Band, Preiser & O'Brien Band, Farmer Rick Band, Coyote River Band, Simsbury Community Band, the Farmington Valley Band, the Ringrose and Freeman Band, the Doug Jones Jazz Band, Creedence-Fogerty Tribute Band, and the Atlas Gray Band.

Septemberfest has always been a unique gathering of friends and neighbors. It's a safe environment for kids and teens to gain some independence and for parents to relax and enjoy the pleasures of our town. Participation by local businesses, and attendance, grows each year.



THANKS TO OUR DONORS AND SPONSORS

SUMMER CONCERT SERIES PRESENTING SPONSOR



SIMSBURY MEADOWS CONCERT SUPPORTERS



**Richard & Lina
Wagner Fund**



DORNENBURG | KALLENBACH
ADVERTISING



FRIENDS OF SIMSBURY MEADOWS



John Verrengia
PGA professional



TRAVELER'S PAYROLL CONTRIBUTION – Sean Askham, Diana Stevens

SPECIAL THANKS TO OUR FIREWORKS SPONSORS!

The Master's School sponsored fireworks for the Celebrate America concert. The school's students also volunteered to help with clean up.

Septemberfest fireworks were sponsored by Landworks LLC and Ensign Bickford Real Estate.

The Town of Simsbury co-sponsored both fireworks shows by contracting for the shows and providing insurance coverage.

Thank you!

VOLUNTEER BOARD OF DIRECTORS

Catherine Barnard (Secretary)
Lee Burrus
Jeff Dornenburg
Martin Geitz
Robert Hensley
Ferguson Jansen
Edward Kubasek
Michael Pendergast
Gregory Piecuch (Treasurer)
Jane Porterfield
Tim Pusch
David Ryan (President)
Philip Schenck
Linda Schofield

SIMSBURY MEADOWS 2014 VOLUNTEERS

Diane Arsenault
Sean Askham
Chris Barcellos
Michael Beauchamp
Sandra Berkner
Judith Bramson
Sarah Bramson
Liz Brimmer-Harm
Jeanine Brinkerhoff
Sue Carlson
Joanne Cohen
Rebecca Dantos
Marge Dixon
Nancy Dornenburg
Pauline Edgar
Tom Farrell
Kathy Flaherty
David Garrison
Mary-Margaret Gaudio
Phil Gaudio
PJ Gaudio
Rita Gilbert
Evelyn Golden
Dennis Golden
Karen Handville
Marilyn Hellwig

Mark Holowesko
Ryan Holowesko
Gail Hutchinson
Steven Janik
Robert Klotz
Wendy LaMontagne
Ed LaMontagne
Judy LaRocque
Greg LaRocque
Diane Lehan
Kirstin May
Carol Ann McCormick
Jeanne McDermott
Ann McDonald
Tom Mierzejewski
Kathleen Miller
Greg Mitchell
Carolyn Mullane
Norman Novak
Robert Oseychik
Linda Oseychik
Bob Patrick
Katelyn Petersen
Cynthia Quinn
George Quinn
Jen Reed



Gigi Robinson
Gail Ryan
Eleanor Shaffer
Christina Skeels
Jeffrey St. Gelais
Leslie Stevenson
Roger Stevenson
Carol Stock
Jonas Strimaitis

Mick Tilbor
Joseph Turner
Cheryl Vincent
Joan Vincent
Ruby Vipler
Ed Vipler
Jean Weidlich
BG Zeitz
Carl (Biff) Zoepfel

SIMSBURY MEADOWS TIPS TRAINED VOLUNTEERS

Sean Askam
Cathy Barnard
Paul Berg
Pam Bowman
Ned Cosgrove
Liz Daly
Jeff Dornenburg
Nancy Dornenburg
Linda Drake
Karen Dumez
Joanne Fenn
Anna Fusari
Max Gaudio
PJ Gaudio

Rita Gilbert
Dorothy Hammett
Ed Hammett
Amy Hedden
Robert Hensley
Karen Herlands
Ross Herlands
Chip Houlihan
Jackie Howes
Dennis Jacobs
Nancy Jacobs
Gus Jaminski
Philip Janes
Ferg Jansen

Linda Jansen
John Jepson
Chip & Linda Knierim
Alma Kruh
Diane Lehan
Jan & Gerry Lintner
Linda Lough
Ken Mason
Sandy Mason
Cathy McCloud
Sarah Nadeau
Gail Osland
Molly Paine
Russ Paine

Katelyn Petersen
Ann Marie Potter
Tina Reich
Jamie Rice
Dave Ryan
Guy Safino
Susan Safino
Drew Swinford
Tom Vincent
Jay Willerup
Margaret Willerup
Tara Willerup
Taylor Willerup
Biff Zoepfel

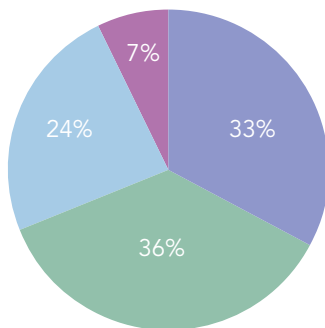
FINANCIALS

The Simsbury Performing Arts Center, Inc. is a 501c3 nonprofit corporation organized to manage, and to grow, the Simsbury Meadows Performing Arts Center to be the premier outdoor venue in Connecticut. The board is 100% community based volunteers. The organization relies on volunteers and independent contractors to present entertainment and other events of community interest.

A brief summary of income and expenses is provided below. As a 501c3 nonprofit corporation, the Simsbury Performing Arts Center, Inc. will file the required IRS Form 990 with audited financials. The audited financials and IRS 990 will be posted on the website as soon as they are completed and accepted by the board.

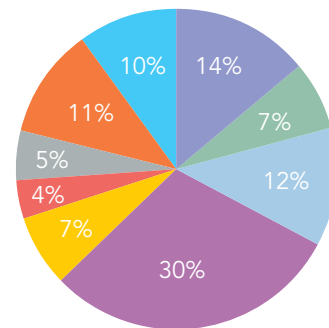
The revenue and expense breakdowns shown are unaudited, and subject to revision. Tickets and rental fees cover just a third of the performing arts center's income. So we will continue to rely on donors and volunteers going forward. On the expense side, rentals are our biggest expense. The board is working on a plan to make targeted purchases to reduce recurring rental costs – and so reduce overhead.

REVENUE



Tickets and license fees	33%
Concession and parking	36%
Sponsors and donations	24%
Miscellaneous	7%

EXPENSES



Facility management	14%
Promoter expenses	7%
Services	12%
Rentals	30%
Concessions	7%
Advertising	4%
Development	5%
Fixed and G&A	11%
Addition to reserves	10%





P.O. Box 33
Simsbury, CT 06070

www.simsburymeadows.com