



Many Happy Returns

2015 Annual Report



**Simsbury
Meadows**
Performing Arts Center



THE SIMSBURY MEADOWS PERFORMING ARTS CENTER IS A STATE-OF-THE-ART VENUE LOCATED IN THE HEART OF DOWNTOWN SIMSBURY.

Comfortably situated in the scenic Farmington Valley, mid-way between Hartford and Litchfield, Simsbury Meadows is the state's second largest outdoor venue, with a capacity of 10,000. We offer convenient road access, and ample parking. Both I-84 and I-91 are within easy reach. There is a charming town center and a number of excellent restaurants within easy walking distance. The Meadows is located on Iron Horse Boulevard, adjacent to several hundred acres of pristine open space along the scenic Farmington River.

The Simsbury Meadows Performing Arts Center, Inc. is a 501(c)(3) non-profit organization affiliated with the Town of Simsbury.

VOLUNTEER BOARD OF DIRECTORS

Catherine Barnard (Secretary)
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David Ryan (President)
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TABLE OF CONTENTS

A Letter from the President.....	1
Talcott Mountain Music Festival	2
Summer Concert Series.....	4
Special Events	6
Numbers	8
Volunteers	9



SIMSBURY MEADOWS PERFORMING ARTS CENTER

2015 ANNUAL REPORT

Making a Lasting Impression

LAST SUMMER, Willie Nelson returned for his second consecutive concert at the Simsbury Meadows Performing Arts Center. We consider it high praise that an internationally known artist chooses to return here to perform again and again. We are similarly gratified by our long-standing and strong relationship with the Hartford Symphony Orchestra. For more than twenty years Simsbury has been privileged to host the HSO at the Talcott Mountain Music Festival.

Throughout the region word of Simsbury Meadows has spread, and attending an event here has become a summer 'must do'. With its consistently high turn out, Hartford Symphony Orchestra's Fourth of July concert is a place for family and friends to gather under the stars, year after year.

No concert happens without a crew of dedicated volunteers, and we're proud to say we have some of the best! In fact, many of our volunteers have been with us since the first symphony concert many years ago. As our programming grows, we are eager to welcome as many new volunteers as possible. If you are interested, please sign up on our website. Simply click 'Get Involved' on our home page.



Dave Ryan, President

This year we will be asking the community to get involved in other ways too. Unfortunately ticket sales don't allow for much wiggle room when it comes to on-going upkeep and maintenance. As a non-profit, volunteer-driven organization, we need to raise additional funds to further improve and professionalize our gem of a performing arts center. With this in mind, we will be directing a special effort towards increasing the number of donors in the Friend category (\$100 - \$499) this year.

One of the many ways our volunteer board is working to increase the value and stability of the performing arts center for future generations, is to reduce ongoing expenses. This year we will begin raising money to purchase 2,000 chairs, thereby eliminating significant costs associated with ongoing chair rental. And by the way, a Friend level donation gets your name on a chair!

Finally, Simsbury Meadows is exploring synergies with the proposed Senior Community Center. We believe creation of a mixed-use facility would be beneficial to all, as well as a noteworthy and significant achievement for our town. Simsbury's Board of Selectmen is particularly interested, as they seek ways to ensure that every tax dollar spent benefits the most citizens possible.

Simsbury Performing Arts Center, Inc, a 501(c)(3) non-profit corporation, is entering our third season managing Simsbury Meadows. We are actively seeking residents of Simsbury and surrounding towns to get involved and help us keep live music in the Farmington Valley. Whether volunteer or donor, Friend or concert-goer, we need you. Public participation is critical to our future strength and continued vitality.

Please visit simsburymeadowsmusic.com. Plan to attend a concert, register to volunteer, or make a donation. Because the next big name we need on our roster is you.

Sincerely,

A handwritten signature in black ink that reads "David R. Ryan". The signature is written in a cursive, flowing style.

Dave Ryan, President

TALCOTT MOUNTAIN MUSIC FESTIVAL

HARTFORD SYMPHONY ORCHESTRA



CONCERT ATTENDANCE

MAMBO
KINGS
2,140

CELEBRATE
AMERICA
10,109

20 SEASONS
IN SIMSBURY
2,830

CLASSICAL
NIGHT FEVER
2,827

MUSIC OF
QUEEN
5,472



Ned Denslow and Kristen Swinsick

A very special evening

Talcott Mountain Music Festival has become a summer tradition for so many people. We know how special those warm summer evening filled with music and friends can be. But some nights are more special than others. Kristen Swinsick shared her story.

"It all started at the Talcott Mountain Music Festival in July 2013 when Ned and I met for the first time. I did not suspect what would occur at the same spot 2 years later!

"Fast forward to July 17th 2015 the 2-year anniversary of our first date and, of course, our plan was to celebrate at the Talcott Mountain Music Festival. Ned was such a nervous wreck that day but I didn't pay much attention - I was looking forward to an evening of beautiful music under the stars. However when we stopped to pick up the food we'd ordered ahead of time for the concert, we discovered we had forgotten the tickets! There was no question about missing "our" anniversary concert, so we went all the way back home to get them.

"Finally we arrived at Simsbury Meadows, set things up just the way we like, and Ned wanted to exchange presents right away. I was in no hurry since we had all evening. We had just settled in with family and friends, the orchestra was tuning up, and it promised to be another memorable summer evening at Talcott Mountain Music Festival.

Little did I know! Ned kept growing more insistent that we open gifts. Finally he just said, "I'm not waiting anymore, I'm giving you your gift." He asked me to stand up and then he put a blindfold over my eyes.

"So there I stood, blindfolded, surrounded by friends, family, and a few thousand strangers. When I was finally allowed to remove the blindfold I saw Ned, down on one knee, holding up a ring and asking me to marry him!

"Talcott Mountain has always been a place of celebration for us. We love listening to all the wonderful music, picnicking, and hanging out with family and friends. It was the perfect place for Ned to propose and is now even more deeply a part of our love story. I will never forget that day."

Kristen Swinsick and Ned Denslow were engaged at the Talcott Mountain Music Festival on Friday, July 17, 2015 and plan to wed May 14, 2016. We thank them for sharing their story and wish them all the best.



SUMMER CONCERT SERIES



CONCERT ATTENDANCE

SLIGHTLY
STOOPID

3,207

THE AVETT
BROTHERS

3,560

WILLIE NELSON AND FAMILY
OLD CROW MEDICINE SHOW

4,472





Phil Gaudio and son, Jack Gaudio

For the Fun of it!

Several years ago Phil and Mary-Margaret Gaudio started volunteering at Simsbury Meadows to spend more time with their sons.

Several years ago Phil and Mary-Margaret Gaudio started volunteering at Simsbury Meadows PAC. Home from school for the summer their sons, Max and PJ, had started jobs at the Meadows and Phil and Mary thought it might be a good way to spend time together as a family. "We originally got involved so we could do something with our college age sons," said Phil. "When I'd stop by on concert days, there always seemed to be something that needed to be done and it just came naturally to pitch in and help."

Since these early days Phil and Mary-Margaret have volunteered at nearly every concert.

"It's great fun to talk to all the people," Mary Margaret chimes in. "Of course I love to see my friends from around town, but I've also met folks from Maine, Colorado, California, and even some southern states. By volunteering, you really get a sense of how lucky we are to have the Meadows in Simsbury."

Phil loves to be out and about. "It's just fun for me to be involved. I like that I can

talk to people of all ages in one night and I specifically try to reach out to the veterans. There's a great opportunity here to cross generations in a way that doesn't often happen."

Mary-Margaret runs the water and soda concession and, on hot summer evenings, it can be a hectic spot. "We have some extremely dedicated volunteers," she says, "our current group is very dependable and loves to be there. We're busy, but it's always a lot of fun."

The Gaudio's enjoy seeing so many happy families out enjoying an evening together, and agree that helping out at the Meadows has been a great way to give back to the Simsbury community. There are lots of opportunities to volunteer, says Mary-Margaret. "I hope we can encourage some more people to join us. There are so many ways to get involved. It's rewarding help out, but really people should join in because it's just plain fun. And don't forget, one of the best parts of the job is getting to go to all the concerts!"

SPECIAL EVENTS



EVENT ATTENDANCE

SPOOKTACULAR
2,000

SEPTEMBERFEST
2015
3,000

PARTY AT
THE PAC
600

SOLSTICE MUSIC
FESTIVAL 2
300



Bob Kane having some fun at Septemberfest

A Good Citizen

Kane's Market likes to be a part of things in Simsbury. We like that too.

Glance around at just about any Simsbury event that involves food, and you'll likely see Bob Kane of Kane's Market. For over 30 years, Bob's been a fixture in and around town. And during that time, he's seen a lot of changes.

"Back when I started Kane's Market," said Bob, "there were at least thirteen small grocery stores between the Granby/Hartland area and Farmington. Now I can count them on one hand. Everyone has such busy lives now - they don't have the time - so they want one-stop shopping. But Simsbury has a lot of small businesses and our customers value and support local business."

Bob continues, "When I started out, not many places carried the specialty items I do. In fact I was the only one. Now everyone has them. You have to keep changing and re-inventing your business and find your niche anew. What people want has changed over time.

"One change we introduced successfully has been catering. It's a niche we're very good at and it's probably grown to be about 30% of our business. And it continues to grow almost entirely by word of mouth. So now

we operate the Market, provide catering, and participate around town at spots like Memorial Field ballpark and events like Septemberfest."

"We're really fortunate to have a great town," Bob reflects, "I've been a vendor at the Talcott Mountain Music Festival since the beginning when it was located on the Eversource property. It's changed over the years, and now there's Simsbury Meadows. But I can tell you that anything that is good for kids and families is good for the town. It makes for a better quality of life."

Bob recalled, "Last July 4th was a lot of fun. We had perfect weather. It was just perfect. I think everyone was ready for it. The whole town was sparkling. The town really comes alive. People meet their families and friends there and I see them with their neighbors. We don't do that as often as in the old days because everyone's so busy. I've even brought a surprise birthday cake in for a birthday party at a concert. People make plans to meet up at Simsbury Meadows - you see the teenagers and you see all the little kids running around free. It's a great crowd and it's just nice to see."



2015 FINANCIAL OVERVIEW

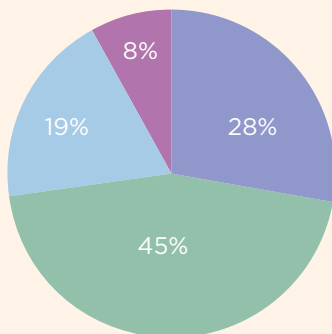
COMPLETE AUDITED FINANCIALS AVAILABLE UPON REQUEST

The Simsbury Performing Arts Center, Inc. is a 501(c)(3) nonprofit corporation, organized to manage, and grow the Simsbury Meadows Performing Arts Center, with the goal of being the premier outdoor venue in Connecticut. The board is 100% community 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 501(c)(3) nonprofit corporation, the Simsbury Performing Arts Center, Inc. is audited annually and files an IRS Form 990. The Auditor's Report is posted on the Simsbury Meadows website, simsburymeadowsmusic.com.

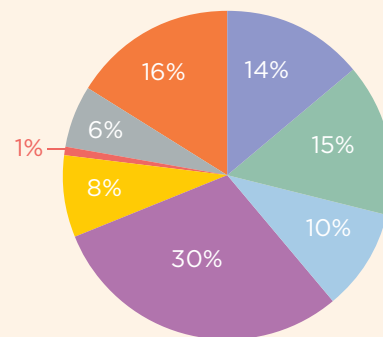
The revenue and expense breakdowns shown below are based upon audited financial data. Tickets and promoter license fees cover less than a third of the performing arts center's revenue, so we continue to rely on sponsors, donors and volunteers for important support. On the expense side, equipment rentals are our biggest expense. The board is planning to make targeted purchases to reduce recurring rental costs, thereby reducing overhead.

2015
REVENUE



Tickets and license fees	28%
Concession and parking	45%
Sponsors and donations	19%
Miscellaneous	8%

2015
EXPENSES



Facility management	14%
Promoter expenses	15%
Services	10%
Rentals	30%
Concessions	8%
Advertising	1%
Development	6%
Fixed and G&A	16%

SIMSBURY MEADOWS 2015 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) Zoephel

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 Zoephel

Thanks to Our Donors and Sponsors

SUMMER CONCERT SERIES PRESENTING SPONSOR



SIMSBURY MEADOWS CONCERT SUPPORTERS



**Richard & Lina
Wagner Fund**

EASTPOINTE
at Dorset Crossing
Luxury Apartments



FRIENDS OF SIMSBURY MEADOWS



TRAVELER'S PAYROLL CONTRIBUTION - Sean Askham, Diana Stevens

SEPTEMBERFEST FIREWORKS SPONSORS



TMMF FIREWORKS SPONSORS



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Simsbury, CT 06070

www.simsburymeadows.com