



SERVING OUR COMMUNITY

2017 Annual Report



Simsbury Meadows
Performing Arts Center

VOLUNTEER
BOARD OF
DIRECTORS

- Dave Ryan
President
- Missy DiNunno
Executive Director
- Mike Doyle
Treasurer
- Cathy Barnard
Secretary
- Lee Burrus
- Joe Campolieta
- Bill Clegg
- Jeff Dornenburg
- Chuck Ford
- Martin Geitz
- Bob Hensley
- Ferg Jansen
- Annie Lazarus
- Dawn Lazarus
- Hillary Landry
- Greg Piecuch
- Jane Porterfield
- Tim Pusch
- Gary Schless
- Linda Schofield

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 Performing Arts Center is the state’s second largest outdoor venue with a capacity of 10,000. We offer convenient road access and ample parking, and both I-84 and I-91 are easily accessible. There is a charming town center and a number of excellent restaurants within walking distance. The Meadows is located on Iron Horse Boulevard, adjacent to several hundred acres of pristine surroundings along the scenic Farmington River.

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

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SERVING OUR COMMUNITY

In the years since the Simsbury Meadows Performing Arts Center opened, it has been a huge success.

Thanks to the Hartford Symphony Orchestra, The Talcott Mountain Music Festival has delighted audiences young and old. Well known entertainers from Harry Connick, Jr. to Willie Nelson to Tedeschi Trucks Band have all played here to big crowds. Numerous annual community events including Simsbury High School Graduation, Simsbury Flea & Smorgasboard, the Spooktacular Chili Challenge and Septemberfest, have found a home at the Performing Arts Center.

Despite our many successes however, there is always room for improvement and lots of work yet to be done. With this in mind we began 2017 with two primary goals: improving our overall effectiveness as a board, and continuing to improve our performing arts center.

We sought and received a small grant from the Hartford Foundation for Public Giving to fund a board evaluation. This, in turn, showed us the need to engage in longer-term strategic planning. Consequently, we collected public input, integrated it into our strategic planning process, restructured the board and its acting committees, and ultimately hired our first Executive Director.

Simsbury Meadows Performing Arts Center, Inc, an independent 501(c)(3) non-profit corporation, is now entering its fifth year managing Simsbury Meadows. Built with privately raised funds and given to the town, Simsbury Meadows Performing Arts Center was, and is, intended to be a permanent asset for the town. We continue to seek input and participation from residents of the Farmington Valley. Our volunteer and donor lists continue to grow as more people appreciate the value of live music with their friends, family and neighbors.

Please visit simsburymeadowsmusic.com. Plan to attend a concert, register to volunteer or make a donation. We serve the community and need your support to be successful.

Sincerely,

David R. Ryan

Dave Ryan



Dave Ryan
Board President

PLANNING FOR THE FUTURE

The Board of Simsbury Performing Arts Center, Inc., (SPAC) with the help of Webb Group, developed a 5-year strategic plan. The purpose of this plan is to set priorities and direction for current and future board members and staff. The final plan was organized under five categories summarized here. Full text of the plan is on our website.

1. Re-structure the Board

The Board will reorganize its committees to concentrate on fundraising and community engagement. The following standing committees are established: Executive, Governance, Development, Marketing, Facility Management, Operations, and Finance. With a switch to an Executive Director as the key manager, the Marketing, Operations, and Finance committees will transition their roles from hands-on operations to oversight. This change will free more resources for fundraising and community involvement.

2. Change to an Executive Director Model

Simsbury Performing Arts Center, Inc. will initiate a change in its fundamental operating structure. The SPAC Facility Management will move from a 'vendor' relationship to an 'employee' relationship with the hiring of a full-time Executive Director. This change helps achieve the board's other strategic goals such as: improved community outreach and communication, more small events, and added accountability in the reporting relationship.

3. Key Relationship Management

Both the new Executive Director and the Board will institutionalize efforts to focus on relationships critical to the health of the Simsbury Meadows Performing Arts Center through more regular and predictable communication with patrons, sponsors and promoters/customers.

4. Programming

SPAC should seek to increase utilization with more community oriented programming, while still having one to three large concerts and the five HSO concerts annually to support the organization's financial needs and meet demand from patrons.

5. Development:

The SPAC has historically relied on earned revenue (ticket sales, facility fees, beer & wine, sponsorships, & parking) to meet its operating costs. The SPAC needs to increase its annual donations to 20% of total revenue within 3 years to assure adequate resources for operations regardless of weather.



WELCOME MISSY DiNUNNO, OUR NEW EXECUTIVE DIRECTOR

In the fall of 2017, the search committee placed ads on arts-oriented sites seeking an Executive Director. More than 100 responses, many from highly qualified candidates, came in from the original posting. Missy DiNunno's experience, enthusiasm, attention to detail, and love of the arts placed her above the rest, and we were thrilled to welcome her aboard.



Ms. DiNunno has an extensive background in performing arts management. She most recently has been Director of Operations at New Haven's Shubert Theater. Missy managed all front-of-house operations including security, concessions, volunteers, and building maintenance. She also oversaw backstage production and negotiated all vendor contracts. Prior to joining the Shubert, Ms. DiNunno spent fourteen years working at The Bushnell in Hartford, where she provided oversight and direction for all front-of-house operations as well as coordination of volunteers. This included full/part time paid staff and The Bushnell and Hartford Symphony volunteer programs. Missy will get a chance to work with many of the same volunteers at our Talcott Mountain Music Festival this summer.

Dave Ryan, President of the Board, said, "We are proud and happy to have Ms. DiNunno joining us for the 2018 season and beyond. We've had some great performances at Simsbury's Performing Arts Center, but in our surveys of town residents we have consistently been asked to schedule more small events. With Missy's help, the support of the community, and lots of work, we are confident we can make this the leading outdoor performance space in the area."



BIG SUMMER CROWDS

The summer of 2017 we had several very well attended events. Tammy Braz' spring flea market had more than 2,000 visitors. And the Hartford Symphony's Talcott Mountain Music Festival drew 15,000 attendees for music and fireworks. There's no doubt that when the weather is good, people love an outdoor concert or event.

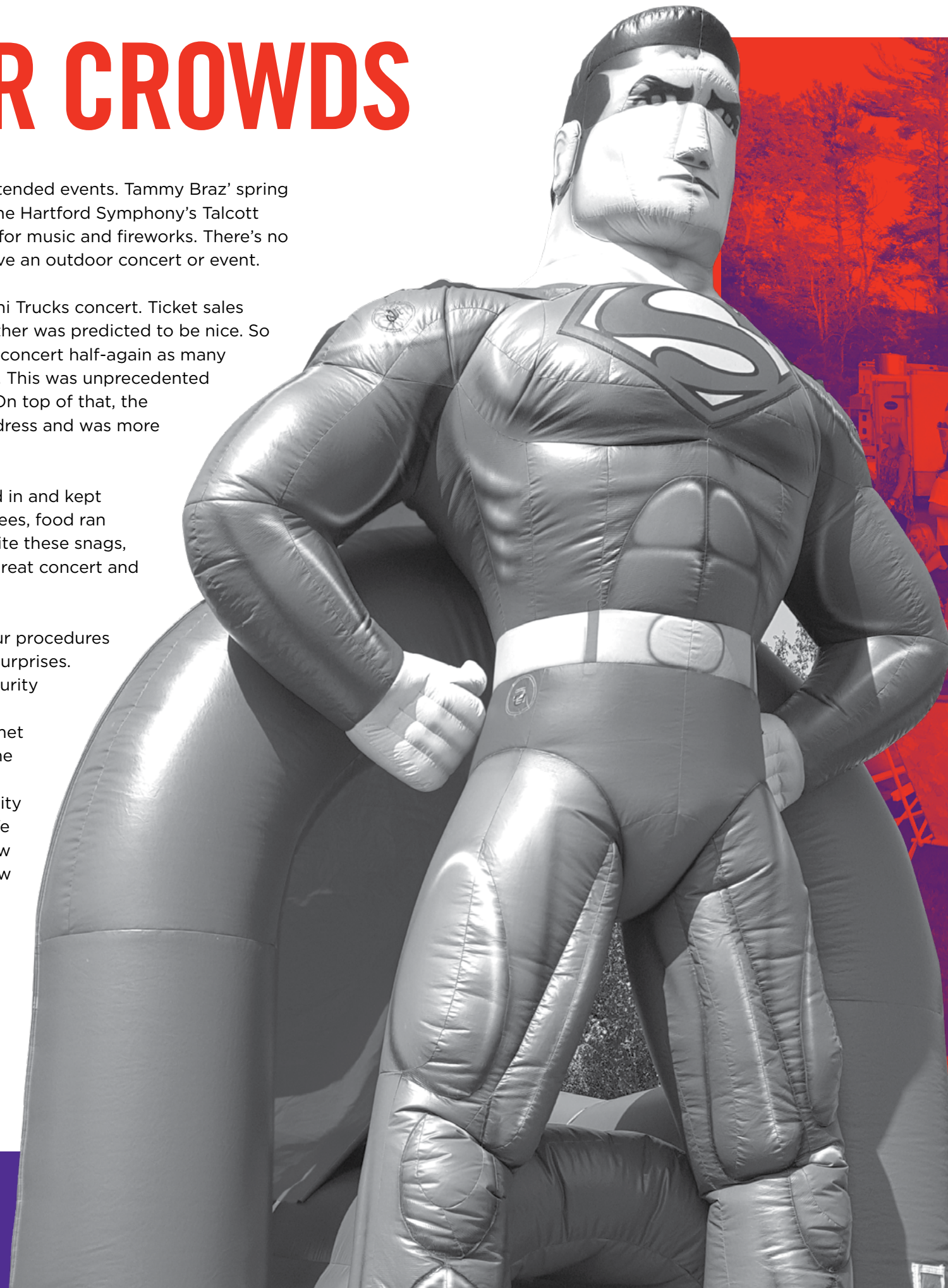
We were certainly tested the day of the Tedeschi Trucks concert. Ticket sales were brisk leading up to the concert as the weather was predicted to be nice. So we expected a big crowd. But on the day of the concert half-again as many customers showed up to buy tickets at the door. This was unprecedented in our experience over many years of concerts. On top of that, the promoter's security team went to the wrong address and was more than an hour late.

Fortunately, our experienced volunteers stepped in and kept things moving. With so many last minute attendees, food ran out and the lines were longer than we like. Despite these snags, Tedeschi Trucks put on a great concert and people enjoyed the day.

We have since reviewed our procedures to be prepared for future surprises. We've taken control of security (formerly the promoters responsibility) and we've met with suppliers regarding the occasional need for last minute expansion in capacity for food and beverages. We also continue to recruit new

volunteers, who really make the difference in how events run.

Our board and staff are always looking for ways to improve the site and our operations. If you have ideas or want to volunteer, we want to hear from you!



2017 FINANCIAL OVERVIEW

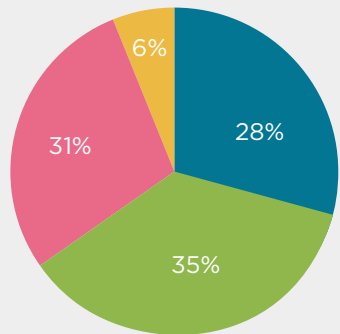
COMPLETE AUDITED FINANCIALS AVAILABLE UPON REQUEST

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.

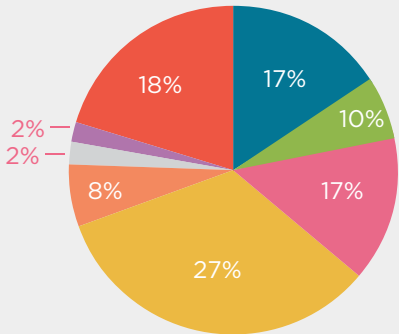
The revenue and expense breakdowns shown below are based upon audited financial data. Tickets and promoter license fees contribute less than a third of the performing arts center's revenue, so we continue to rely on sponsors, donors and volunteers for important support. On the expense side, equipment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

2017
REVENUE



| | |
|--------------------------------|-----|
| Tickets and License Fees | 28% |
| Concessions | 35% |
| Sponsors, Grants and Donations | 31% |
| Miscellaneous | 6% |

2017
EXPENSES



| | |
|---------------------|-----|
| Facility Management | 17% |
| Promoter Expenses | 10% |
| Services | 17% |
| Rentals | 27% |
| Concessions | 8% |
| Advertising | 2% |
| Development | 2% |
| Fixed and G&A | 18% |

SIMSBURY MEADOWS 2017 - 2018 VOLUNTEERS

| | | | | | |
|--------------------|-----------------------|--------------------|--------------------|--------------------|--------------------|
| James Alberto | Jerry Cohen | Brenda Geitz | Bob Knight | Norman Novak | Peter Scinto |
| Kathleen Alsgaard | Wanda Colman | Lisa Gjonbalaj | Maryanne Krajcik | Ashley O'Brien | Darlene Sczygiel |
| Peggy Anderson | Chris Confrey | Amy Glover | Debbie Krawiec | Bob Oseychik | Eleanor Shaffer |
| Christine Apruzese | Brian Coombes | Brenda Goff | Gail Krawiec | Linda Oseychik | Cathy Shanks |
| Diane Arsenaault | Denise Coombes | Terry Goff | Terri Kucia | Ketil Osland | Shannon Shea |
| Chris Barcellos | Teresa Cortes | Kaitlyn Greenberg | Mary Anne Kutyla | Lee Oulette | Whitney Shea |
| Michael Beauchamp | Linda Cristallo | Marshall Greenberg | Ed LaMontagne | Kristin Pabich | Jim Sherman |
| Karen Bellino | Tim Curtis | John Grim | Bruce Landi | Peter Pabich | Lis Shlansky |
| Harold Bender | Eileen Cyr | Carrie Guarino | Hillary Landry | Bob Patrick | Christina Skeels |
| Sandra Berkner | Rebecca Dantas | John Hagerty | Chris Lane | Linda Peach | Martin Smith |
| Susan Bertenthal | Chris DeCarlo | Karen Handville | Annie Lazarus | Tarek Perdue | Scott Smith |
| Lynne Bossart | Cassie Deegan | Linda Hansen | Joe Lemanski | Dawn Petersen | Jeffrey St. Gelais |
| Judith Bramson | Laura Depray | Bill Hantzios | Ellen Lescher | Jeff Petersen | Rick Steer |
| Sarah Bramson | Paula Deutz | Susan Harinstein | Mark Lescher | Katelyn Petersen | Mary Ann Stemm |
| Liz Brimmer-Ham | Jim Devoe | Elizabeth Harm | Alexandra Linden | Kim Petersen | Lori Stethers |
| Marc Brinker | Colini Dicarolo | Nicole Hart | Brian Liss | Krista Petersen | Roger Stevenson |
| Sean Brittell | Bev Dillon | Devanney Haruta | Chris Liss | Laura Phillipe | Carol Stock |
| Heidi Brown | Marge Dixon | Tony Healy | Carol Locandro | Shirley Phillips | Hilda Sullivan |
| Marge Brown | Lorraine Donovan | Marilyn Hellwig | Susan Locandro | Tony Philpin | Pat Sullivan |
| Greg Bruhin | Michael Donovan | Melissa Hollander | Mary Lombardo | Greg Piecuch | Paul Sullivan |
| Christina Burkert | Christopher Doskos | Ryan Holowesko | Kierra Mahon | Ellie Plukas-Smith | Elaine Surveski |
| Lee Burrus | Mike Doyle | Aliina Hopkins | Rachel Marks | Beth Polio | Candace Tang |
| Monica Bustell | Kat Duncan | Tim Hopkins | Michelle Marquis | Jane Porterfield | Zoe Tang |
| Chris Butler | Suzanne Elbert | Jeremy Horsefield | Martha Marteney | William Preskinis | Mick Tilbor |
| Deb Butler | Susan Ersignhaus | Bob Huddy | Carol A. McCormick | Lori Pritzl | Karen Trombley |
| Lisa Butler | Pamela Fahey | Lorri Huddy | Rita McDermott | Tim Pusch | Dana Valdez |
| Sharon Anne Byron | Tom Farrell | Audrey Hughes | Ann McDonald | George Quinn | Joan Vincent |
| Louis Cabrera | Sarah Faulkner | Gail Hutchinson | Maureen Meehan | A-man Rasheed | Ed Vipler |
| Joe Campolieta | Patrick Filburn | Art Israel | John Meskill | Jen Reed | Ruby Vipler |
| Nancy Canfield | Erin Fitzpatrick | Jillian Jacobs | Kathleen Miller | Roberta Rella | Andrew Walter |
| Marcia Carignan | Katherine Fitzpatrick | Steven Janik | Katie Miller | Kya Renaud | Bob Wardrop |
| Philip Carignan | Kathy Flaherty | Martha Jeffrey | Doug Morehouse | Arnold Repetto | Nancie Wardrop |
| Sue Carlson | Marty Fleming | Eunice Jones | Nancy Moses | Shelley Reuben | Randall Wardrop |
| Nydia Caruso | Nat Florian | Barbara Kaylor | Carolyn Mullane | Catherine Rivard | Sharene Wassell |
| John Cegelka | Chuck Ford | Charlie Kaylor | Holly Murphy | Catherine Rodney | Barbara Wehrly |
| DeShawn Chandler | Jim Fort | Janet Keough | Shaun Murphy | Donald Sakonchick | Jean Weidlich |
| John Chin | Adolph Fusco | Mark Keough | Susan Murphy | Terry Salls | Chris Wilde |
| Tamara Christensen | Rosemary Fusco | Tom Kim | Keith Nappi | Michael Schenker | Christina Wilson |
| Adam Cohen | Bob Garfield | Rene Kinney | Tom Nigro | Susan Schenker | Vitali Zhulkovsky |
| Anna Cohen | Deb Garfield | Robert Klotz | Ellie Norton | Gary Schless | BG Zietz |
| Eric Cohen | David Garrison | Paula Knake | Lou Norton | Linda Schofield | Carl Zoepfel |

SIMSBURY MEADOWS TIPS TRAINED VOLUNTEERS

| | | | | |
|----------------------|----------------------|-------------------|------------------|--------------------|
| Lynn Aldrich | Terri Donohue | Shelley Houlihan | Teri Kulakowski | Kathryn Paul |
| Sean Askam | Tom Donohue | Jackie Howes | Debbie La Plant | Tina Reich |
| Richard Bahre | Jeff Dornenburg | Dennis Jacobs | Linda Landrigan | Jamie Rice |
| Cathy Barnard | Nancy Dornenburg | Nance Jacobs | Ron Locandro Jr. | Liza Rice |
| Donna Beinstein | Karen Dumez | Margi Jakubowski | Linda Lough | David Ryan |
| Michaela Beinstein | Steve Dumez | Gus Jaminski | Conor Lyman | Guy Safino |
| Robert Beinstein | John Durkin | Philip Janes | Ken Mason | Susan Safino |
| Samuel Beinstein | Joanne Fenn | Ferg Jansen | Nick Mason | David Sebolt |
| Cheryl Benanti | Betsy Garrison | Linda Jansen | Sandy Mason | Samantha Spellman |
| Paul Berg | Mary-Margaret Gaudio | Donna Jasminski | Lauren McCann | Jim Steinberg |
| Pamela Bowman | Phil Gaudio | John Jepson | Cathy McCloud | Jonas Strimaitis |
| Jeannine Brinkerhoff | Martin Geitz | Chip Knierim | Jeanne McDermott | Tony Tornaquindici |
| Peter Brinkerhoff | Dennis Golden | Dan Knierim | Tom Mierzejewski | Shannon Uanino |
| Cindy Carlson | Evelyn Golden | Linida Knierim | Michael Mulvey | Tony Uanino |
| Bill Clegg | Sarah Hart | Michele Knierim | Chris Nadeau | Maeve Willerup |
| Jamie Clegg | Amy Hedden | Alma Kruh | Analise Odea | Margaret Willerup |
| Lori Cornett | Robert Hensley | Craig Kubasek | Mary Ellen Olson | Tara Willerup |
| Mark Deming | Annika Hildebrandt | Edward Kubasek | Marilyn O'Neil | Taylor Willerup |
| T.J. Donohue | Chip Houlihan | Robert Kulakowski | Gail Osland | |

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