



Neighbors Working Together

CREATING A PLACE FOR MUSIC AND FUN.





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, 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 affiliated with the Town of Simsbury.

VOLUNTEER BOARD OF DIRECTORS

- Cathy Barnard (Secretary)
- Rick Brown
- Lee Burrus
- Joe Campolieta
- Bill Clegg
- Jeff Dornenburg
- Martin Geitz
- Robert Hensley
- Ferguson Jansen
- Nick Mason (Treasurer)
- Gregory Piecuch
- Jane Porterfield
- Tim Pusch
- David Ryan (President)
- Linda Schofield

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SIMSBURY MEADOWS PERFORMING ARTS CENTER

2016 ANNUAL REPORT

Music, Food and Fun!

2016 was another successful year for the Simsbury Meadows Performing Arts Center, thanks to our many patrons and volunteers, as well as the talented performers and organizers of many diverse events.

The Hartford Symphony Orchestra put on another stellar Talcott Mountain Music Festival, kicked off by the Celebrate America Concert, which drew nearly 7,500 people. The four subsequent Talcott Mountain Music Festival concerts were also well attended and offered a variety of great music for listening and dancing under the stars.

The year saw some interesting innovations to the breadth and depth of Simsbury Meadow's appeal. Early in the year, Simsbury Meadows was race-central, as the site of the Rotary's River Run, the Simsbury Try-Athlon, Mainly Marathons and the Amica Hartford Half-Marathon. A first-time event, Tammy Braz's Smorgasbord/Flea Market featured 18 food trucks, over 100 vendors, and attracted over 3,000 attendees.



Dave Ryan

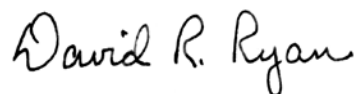
In July, Premier Concerts presented Slightly Stoopid, a group very popular with the younger crowd. This concert drew over 3,000 people, many from outside the Farmington Valley.

Two Left Feet, a local promoter, held a Blues Festival in September with performances by several acclaimed bands. SeptemberFest was updated with theme days matching audience interests. Instituting a small entrance fee for SeptemberFest turned our cash-flow positive, and installation of gates and fencing improved safety for small children. At the end of the season, the Simsbury Chamber of Commerce held its second annual ChiliFest Spooktacular, which drew an audience of 3,000.

We are very pleased to have been awarded a Non-Profit Support Program grant from the Hartford Foundation for Public Giving. This will enable our volunteer Board to develop a formal strategic plan. An important starting point of this plan is soliciting community feedback regarding the types of programming best suited for the Meadows. We will also be exploring expansion of the facility to better meet the needs of performers and event attendees alike.

In an effort to reduce annual operating costs, the Board initiated some capital investments, including the purchase of new chairs and a permanent ticket office. These items will be funded through donations, and will dramatically reduce the annual budget. For 2016, the audited Financial Report shows a positive cash flow and a 50% increase in total assets.

Simsbury Meadows is a volunteer-run organization that manages the Town of Simsbury's outdoor facility on Ironhorse Boulevard. We're always looking for people who have a variety of skill sets, but the biggest 'skill' a volunteer brings is enthusiasm. In addition to board members, there are volunteer positions on various committees, as well as volunteers who help with parking, ticket collection, and concession sales. Everyone is invited to join in the effort of making Simsbury Meadows a premier outdoor destination.

A handwritten signature in black ink that reads "David R. Ryan". The script is fluid and cursive.

David R. Ryan
Board President

SMPAC COMMUNITY

SUPPORTERS CHIP IN FOR NEW CHAIRS.

Thank you so much to all those who helped us achieve our fundraising goal, allowing us to purchase chairs rather than renting them. Supporters donated more than \$18,000 total toward the purchase of chairs which will help make the Simsbury Meadows Performing Arts Center more financially sustainable. 1,300 new chairs were delivered in May in time for graduation and our new season.

Deciding which chair to buy was a little more complicated than we originally imagined. We had five criteria in the selection process:

1. They have to be “stackable” on a palette, such that they interlock and won’t slide off when being moved with a forklift.
2. They have to have a slim profile when folded, so that a lot of them fit in a stack and they don’t require enormous storage space.

3. They have to be light weight, since we don’t want our volunteers getting injured or worn out carrying heavy chairs.

4. They have to be at least as comfortable as what we rent.

5. They have to be affordable within the amount of funds we raised.

We examined and sampled quite a few chairs that would meet our needs. Very few chairs interlocked to make them stackable, and were not light weight and slim-profiled. Surprisingly, there was only one chair that fit all of these criteria and is almost identical to the style we rent! Owning these chairs will save us more that \$15,000 each year. Thank you again to our donors large and small.



Our original choice, chair #1, is appealing but too heavy and uncomfortable. Chair #2 is comfortable, but does not interlock for stacking. Chair #3, our final choice, is stackable and light weight. Each donor will receive recognition on a chair. The larger the donation, the more chairs carry the donor name.

It's not too late to donate and get your name on a chair! See our website for more details.

SMPAC SPONSOR



DEEP ROOTS. DEEPLY CONNECTED.

Connecticut has long prided itself on its unique quality of life.

And rightly so – nowhere is our iconic past more richly displayed than right here in the Farmington Valley. Yet we are not averse to change, or mired in the past. The Farmington Valley is a vibrant region, moving forward today with a number of exciting initiatives, and dynamic leadership.

Residents here cherish their access to diversified economic opportunities, progressive educational resources, leading-edge healthcare, and a vibrant community of performing arts and cultural enrichment programs. And Simsbury Bank, a champion of local enterprises for the past 22 years, has a mission deeply rooted in the Farmington Valley and an optimistic vision of future opportunities.

“Serving this community is a daily privilege and pleasure,” explains Martin J. Geitz, president and CEO of Simsbury Bank. “Our rich historic legacies and emerging opportunities combine to distinguish us as a distinctive place to live and work.”

Simsbury Bank is a leader in mortgage and business lending, commercial banking, personalized investment, and retirement planning. Customers benefit from local decision-making authority, as well as branch, online and mobile banking services. However, banking services are just the beginning.

Since its inception, Simsbury Bank has endorsed grassroots initiatives that encourage educational enrichment, performing and cultural arts programs, and health and civic organizations - local efforts that simply cannot gain attention from regional or national givers.



These volunteers are TIPS Certified to serve refreshments at events. Shown above are Richard Bahre (far left), Ferg Janson, Cathy Barnard and Simsbury Bank President, Martin Geitz.

Already this year, Simsbury Bank has supported the Farmington Valley YMCA's Bike for the Battle initiative to raise funds for its 12-week program to assist cancer survivors with strength and quality of life issues; the Simsbury Community TV's (SCTV) capital campaign to raise funds to purchase new studio equipment; both Granby and Simsbury Camera Club in thanks for their members' exquisitely artistic, entirely local photos used in the Bank's 2017 full-color calendar; Junior Achievement, Southern New England chapter, to help young people with hands-on financial literacy and work-readiness education; an innovative new Family Business initiative being launched by the University of Connecticut, researching best practices to help sustain and grow family-run businesses; and, last but not least, its generous support as Presenting Venue Sponsor of Simsbury Meadows Performing Arts Center's rich array of activities.

Each year, over 3,000 hours of Simsbury Bank employee volunteer service hours are donated to the community, and in the past six years alone, over 450 neighboring organizations have benefited from this. Deep and committed support of this nature begins, of course, at the top. Board members and senior managers must walk the walk if they want employees to buy-in to such a corporate culture.

Simsbury Bank's leadership is embodied in its president and CEO, Martin Geitz, who also serves as a member of the Board of Directors of the Simsbury Meadows Performing Arts Center. Bringing over 30 years of senior management experience to our community, he has led Simsbury Bank since 2004, guiding its steady growth as a strongly-capitalized institution served by five full-service branches and over \$500 million in assets. Martin also currently serves in trustee, treasurer, board or president capacities for six additional regional and local organizations.

Geitz explains the motivation behind his Bank's support: "The Simsbury Bank team is deeply committed to the financial and cultural assets of our community. Their outreach and affinity are natural reflexes for them. This is where they live and work and raise families. They lead the way, and I am proud to serve in their ranks."

Simsbury Bank is a true community partner and leader - not just for what they do, but for how their team does it, every day.





SMPAC ATTENDEES

A PLEASANT SURPRISE!

When Scott Kolb and his family moved to Simsbury in January of 2016, one of the first things they did was explore the cultural activities available in their new hometown. Scott explained, "We have always loved theater and live music, so once we were settled, we were eager to find out what was available in the area. We asked around and our neighbors highly recommended the Performing Arts Center right here in Simsbury. We bought tickets for the season opener - the Hartford Symphony's July 4th concert. What a pleasant surprise - it was an amazing event!"

Scott continued, "The night of the concert couldn't have been more perfect. The weather was ideal - clear skies and about 75 degrees. We were struck by how beautifully maintained the grounds were, and that the event was so well organized. We have gone to a lot of live events, many of them outdoors, so these are the kind of details we tend to notice."

The Kolbs purchased table seats for themselves, their daughter, and her friend. Patricia notes, "We found the performance and space to be very family and child friendly. My daughter, Emma, and her friend had a great time. They enjoyed walking around and seeing their other friends that were there. And then, of course, there was the concert. I grew up in Greenwich and Scott grew up in Wellesley, MA. We've been to our share of July 4 extravaganzas, but I had never been to an event that was so patriotic! With so many enthusiastic people in attendance, I felt we were all one team, truly celebrating a very significant event in our country's history."



Patricia, Emma and Scott Kolb

The Kolbs especially enjoyed being outside. "I know there is always the risk of rain and heat with outdoor performances, but when the weather cooperates, even a little, it can be a magical evening. And the fireworks added to it - they were the high point of the night. Also, because of the location, the Performing Arts Center is not subject to traffic noises or other distractions. Overall, the music was terrific, the conductor was charismatic, the sound system was very good - well, you just can't ask for more in a summer concert experience," said Scott.

We, the board and volunteers of Simsbury Meadows PAC, are delighted to have the Kolb family in Simsbury and look forward to seeing them at future concerts. Patricia concluded, "This will definitely be an ongoing July 4th tradition for the Kolb family. We already have our tickets for this year!"

2016 FINANCIAL OVERVIEW

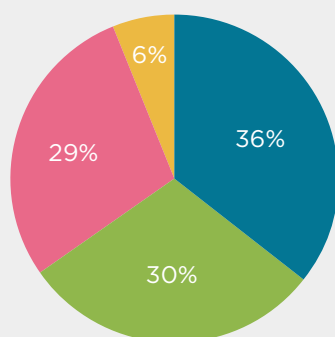
COMPLETE AUDITED FINANCIALS AVAILABLE UPON REQUEST

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.

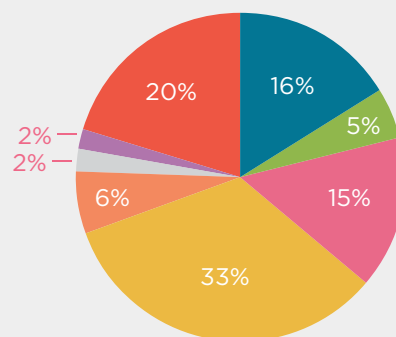
The revenue and expense breakdowns shown below are based upon audited financial data. Tickets and promoter license fees contribute less than a third of the performing arts center's revenue, so we continue to rely on sponsors, donors and volunteers for important support. On the expense side, equipment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

2016
REVENUE



Tickets and License Fees	36%
Concessions and Parking	30%
Sponsors and Donations	29%
Miscellaneous	6%

2016
EXPENSES



Facility Management	16%
Promoter Expenses	5%
Services	15%
Rentals	33%
Concessions	6%
Advertising	2%
Development	2%
Fixed and G&A	20%



SIMSBURY MEADOWS 2016 VOLUNTEERS

James Alberto
Kathleen Alsgaard
Christine Apruzese
Diane Arsenault
Chris Barcellos
Karen Bellino
Sandra Berkner
Susan Bertenthal
Lynne Bossart
Judith Bramson
Sarah Bramson
Liz Brimmer-Harm
Marc Brinker
Jeanine Brinkerhoff
Sean Brittel
Marge Brown
Lisa Butler
Louis Cabrera
Sue Carlson
DeShawn Chandler
Marie Chasse
John Chin
Anna Cohen
Eric Cohen
Joanne Cohen
Wanda Colman
Teresa Cortes
Linda Cristallo
Eileen Cyr
Rebecca Dantos

Chris DeCarlo
Colin DiCarlo
Marge Dixon
Mike Doyle
Katherine Duncan
Susan Ersignhaus
Pamela Fahey
Tom Farrell
Patrick Filburn
Kathy Flaherty
Marty Fleming
Jim Fort
Adolph Fusco
David Garrison
Mary-Margaret Gaudio
Evelyn Golden
Dennis Golden
Carrie Guarino
John Hagerty
Karen Handville
Bill Hantzos
Marilyn Hellwig
Ryan Holowesko
Shelley Houlihan
Audrey Hughes
Gail Hutchinson
Steven Janik
Martha Jeffrey
Robert Klotz
Terry Kucia

Mary Anne Kutyla
Ed LaMontagne
Diane Lehan
Mark Lescher
Carol Locandro
Mary Lombardo
Martha Marteney
Carol Ann McCormick
Jeanne McDermott
Ann McDonald
Tom Mierzejewski
Kathleen Miller
Greg Mitchell
Doug Morehouse
Carolyn Mullane
Norman Novak
Robert Oseychik
Linda Oseychik
Ketil Osland
Peter Pabich
Bob Patrick
Tarek Perdue
Lori Pritzl
Cynthia Quinn
George Quinn
Jen Reed
Dana Robbins
Gail Ryan
Susan Schenker

Eleanor Shaffer
Jim Sherman
Lis Shlansky
Christina Skeels
Jeffrey St. Gelais
Rick Steer
Mary Ann Stemm
Roger Stevenson
Carol Stock
Jonas Strimaitis
Candace Tang
Mick Tilbor
Karen Trombley
Joan Vincent
Ruby Vipler
Ed Vipler
Sharlene Wassell
Jean Weidlich
Chris Wilde
Christina Wilson
BG Zeitz
Vitali Zhulkovsky
Carl (Biff) Zoepfel

SIMSBURY MEADOWS TIPS TRAINED VOLUNTEERS

Sean Askam
Dick Bahre
Cathy Barnard
Bob Beinstein
Donna Beinstein
Sam Beinstein
Pam Bowman
Jeannine Brinkerhoff
Peter Brinkerhoff
Bill Clegg
Jamie Clegg
Lori Cornett
Mark Deming
Terri Donohue
T.J. Donohue
Jeff Dornenburg
Nancy Dornenburg

Linda Drake
Karen Dumez
Joanne Fenn
Charity Folk
Betsy Garrison
Mary-Margaret Gaudio
Max Gaudio
Phil Gaudio
PJ Gaudio
Martin Geitz
Rita Gilbert
Amy Glover
Amy Hedden
Robert Hensley
Chip Houlihan
Jackie Howes
Dennis Jacobs

Nancy Jacobs
Gus Jaminski
Philip Janes
Ferg Jansen
Linda Jansen
Donna Jasminski
John Jepson
Chip & Linda Knierim
Alma Kruh
Linda Landrigan
Ron Locandro
Linda Lough
Ken Mason
Nick Mason
Sandy Mason
Lauren McCann
Cathy McCloud

Jeanne McDermott
Sarah Nadeau
Analise O'Day
Marilyn O'Neil
Gail Osland
Kathryn Paul
Tina Reich
Jamie Rice
Dave Ryan
Guy Safino
Susan Safino
Tony Uanino
Tom Vincent
Jay Willerup
Margaret Willerup
Tara Willerup
Taylor Willerup

Thanks to Our Donors and Sponsors

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GOLD SPONSORS

**Richard & Lina
Wagner Fund**



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