



The Williamsburg Players

"Community Theatre at its Best"

Annual Report

2004 – 2005 Season

for the Williamsburg Players 48th Year

Statement of Our Mission

(as adopted by the Board of Directors in 1995)

The Williamsburg Players is a non-profit community theatre committed to enriching and broadening the cultural life and experience of the Greater Tidewater Community. Our mission is to present professional quality theatre productions which challenge, stimulate, educate, and entertain our audiences, members and volunteers. Hands on teaching and scholarship programs provide opportunities for education, experience, growth, and challenge.

Report prepared for the August 7, 2005
General Membership Meeting

Vision for the Williamsburg Players

(as adopted by the Board of Directors on March 16, 2004)

The vision of the Williamsburg Players is built on the underlying foundation of always providing quality performance stage art to, for, and with the community as well as to provide a place for the community at large to gain hands on education about theater arts.

Our vision for the present season is to build on our talented community and provide the best possible season we can and to become a greater part of the cultural, art, entertainment, and travel industries in the Greater Williamsburg Area. Through those efforts we envision ourselves expanding our volunteer and community support base.

Our five-year vision is to provide for expanded audiences and capability through outreach, education, improved facilities, and audience development that is a year round operation. The Williamsburg Players seeks to increase participation by younger members of the community and a more ethnic cross section of the community. We also seek to support other nonprofit performance arts groups by providing stage facilities and educational resources. In addition we seek to expand our public image and add to the cultural strength of the area for residents and visitors.

Our ten-year vision is to become a highly regarded Greater Tidewater Regional leader and resource for nonprofit performing arts theatre organizations. In addition, we strive to incorporate the community as the base of support for the talent as well as the staff. Our facilities will serve as performing and educational space for several different organizations, establishing the home of the Williamsburg Players as a performing arts center for the area and one of several for the region. We seek to retain the unique flavor of our intimate theatre and establish ourselves as an asset to the arts community, the educational community, the business community and a destination for visitors to the region. We also seek to be capable of serving both the amateur as well the professional arts communities.

President's Message

Welcome to the membership meeting that brings our 48th year to an official end and marks the opening of the 49th year. It has been another season to remember in a number of ways. As we approach our 50th year, the leadership and volunteers have made a number of changes to our operation while also maintaining the performance quality for which our organization has become known. We should first recognize that simply making it 49 years is a major achievement for the organization. Looking back over this year, the number of achievements is stunning. They range from the productions themselves and coordinated production meetings to the revision of policies and By-laws to reflect the realities of non-profit organizations in today's community. Honestly, not all that change has been easy or comfortable. There have been a number of moments of stress and strain within the Board and leadership in general. But overall, the end result has been to prepare the Williamsburg Players for entering the next 50 years of operation and grow with the community around us.

Achievements of the 48th Year

Production Achievements

- ◆ Continued early seasonal production meeting with Directors and Producers
- ◆ Continued success at Effie awards

Financial Achievements

- ◆ Establishment of comprehensive policies and procedures for Annual Financial Audits
- ◆ Conversion of accounting system to Quickbooks for Non-Profits

Publicity Achievements

- ◆ Improved advertising efforts using standard iconic presentations
- ◆ Addition of Posters to routine publicity
- ◆ Entire revision and enhancement to the Web site

Volunteer Achievements

- ◆ Volunteer web page with upcoming activities
- ◆ Volunteer recognition awards
- ◆ Using Dress Rehearsal as a volunteer event

Administrative Achievements

- ◆ New policies and procedures
- ◆ An on-going revision of the By-Laws
- ◆ Acquisition of computer and software for administration and development
- ◆ Approval of gift acceptance and acknowledgment policies
- ◆ Approval of a Conflict of Interest Policy

Development Achievements

- ◆ Enhanced premier nights with sponsors
- ◆ Establishment of database of donors

Scholarship Program Major Achievement

- ◆ Reach the \$80,000 plus principal mark in the program

Major Maintenance Improvements

- ◆ Roof Replacement

New proposed, budgeted, and recommended programs for the 49th Year

- ◆ Acceptance of credit cards for transactions
- ◆ New ticket rate structure to bring us in line with other theaters
- ◆ Incorporation of fax requests for performance reservations.
- ◆ Readers Theater program
- ◆ 50th Anniversary Celebration preparation
- ◆ Improve the site to upgrade the parking
- ◆ Address the need to provide for larger audiences

Comparisons (Note 1)	(07/01/94-06/30/95)	(07/01/99-06/30/00)	(07/01/03-6/30/04)	(07/01/04-06/30/05)
	10 years ago	5 years ago	Last year	This year
Season Subscriptions	\$ 38,313.00	\$ 59,299.00	\$ 66,957.00	\$ 69,235.00
Box Office Receipts	\$ 24,495.50	\$ 21,324.00	\$ 40,049.27	\$ 47,642.39
Donations and Grants	\$ 10,369.50	\$ 15,122.26	\$ 17,870.85	\$ 15,556.00
Total Income	\$ 82,167.57	\$ 106,041.05	\$ 131,263.57	\$ 148,534.01
Season income from productions	\$ 6,220.34	\$ 3,004.12	\$ 12,777.66	\$ 18,937.00
Production expenses	\$ 23,573.05	\$ 26,147.59	\$ 33,409.37	\$ 31,748.44
Administration expenses	\$ 10,976.42	\$ 7,827.61	\$ 20,475.35	\$ 25,030.43
General maintenance	\$ 11,031.87	\$ 13,764.81	\$ 12,532.58	\$ 16,946.96
Scholarship expenses	\$ 2,018.86	\$ 1,509.14	\$ 2,627.89	\$ 2,575.12
Transfers to restricted fund asset (Note 2)	\$ 0.00	\$ 0.00	\$ 34,490.55	\$ 40,454.05
Total expenses less transfers to restricted fund assets	\$ 50,215.46	\$ 76,451.10	\$ 97,780.36	\$ 102,953.56
Average attendance per show	109.4	97.2	89.1	94.8
Maximum House Seating	121	121	101	101
Average percentage occupancy	90.00%	80.00%	88.10%	93.80%

Note 1: The data above has been extracted from financial reports to provide historical comparisons. Some information has not been provided and so columns may not add directly. Please refer to the original financial report for all details.

Note 2: There was a change in the system of accounting that established a Sinking Fund to capture Building Funds as a restricted Asset separate from the Operating counts.

Comments: Since 1995 the Williamsburg Players has seen an enormous growth in our organization. Our Season subscriptions have almost doubled. Our Box office receipts have also almost doubled. At this point our ability to generate revenue through the production is largely limited. It takes about eight weeks to bring a show to the stage, which includes four to five weeks to build and paint. Each show overlaps the previous show by about four weeks. The regular season schedule runs from September till June and an added show has been mounted by an outside organization for the last five years. We have filled the schedule completely. In addition we have reduced the available seating in the theater by installing larger seats which reduced the capacity from 121 to 101 persons. This is reflected in the 93.80% occupancy in this last year.

Our expenses have also increased. Our increase in expenses has come from work done to prepare for our future growth by hiring consultants and part time help. Another part of our increase has come from the rising cost of fuel (oil heat and electric for air conditioning) and raw materials used in building sets and maintenance. We have also experienced increases in maintenance costs due to the aging roof, which was replaced this season and heating and air conditioning equipment which has a number of maintenance calls seasonally. We also have seen a number of maintenance issues beginning to appear in the stage lighting equipment.

We also have two restricted financial assets, the McCulley- Scammon Scholarship funds and our Building Expansion funds. Over the years the McCulley- Scammon fund has provided assistance to a number of students. The Williamsburg Players has provided ongoing management and financial support to the program. This year we have achieved the principal goal set at the beginning of the decade. In the last decade, our building fund has provided new entry doors, and a paved parking area.

INCOME - OPERATING AND SCHOLARSHIP

Season Subscriptions		69,235.00
B. Box Office Receipts		
1. See How They Run	7,452.00	
2. Over The River & .. Woods	10,929.00	
3. Man of La Mancha	12,534.00	
4. Proof	6,240.00	
5. Deathtrap	7,486.00	
6. Same Time Next Year	2,845.39	
No-Shows	48.00	
Gift Certificate	108.00	
Total Box Office		47,642.39
C. Donations, Grants & Corporate Sponsorships		
1. General Donations	7,231.00	
2. Scholarship Donations	25.00	
3. Grants	7,300.00	
4. Corporate Sponsors	1,000.00	
Total Donations		15,556.00
D. Refreshment Sales (net)		2,196.34
E. Fund Raisers		720.56
F. Interest Income		1,765.19
Advertising Income		11,240.00
H. T-shirts, shirts, hats, etc.		162.00
J. Miscellaneous/Mugs		16.53
Total Income		\$148,534.01

WILLIAMSBURG PLAYERS
 FINANCIAL REPORT
 7/1/04 - 6/30/05

EXPENSES - OPERATING AND SCHOLARSHIP

A. Production Specific		
1. The Good Doctor	(48.65)	
2. Cinderella	86.81	
3. The Miss Firecracker Contest	38.00	
4. Bus Stop	67.10	
5. See How They Run	3,508.67	
6. Over The River & .. Woods	4,272.97	
7. Man of La Mancha	8,789.72	
8. Proof	4,604.53	
9. Deathtrap	3,919.57	
10. Sylvia (05 summer)	934.34	
11. 05-06 Show Expenses	1,107.61	
Total production specific		27,280.67
B. Hospitality/Premier Nights/Opening Nights		3,511.16
C. General Production		4,467.77
D. General Administrative (includes staff exp)		25,030.43
E. Publicity, Marketing, & Development Expenses		19,653.78
F. General Maintenance		16,946.96
G. T-shirts, shirts, hats, etc.		478.55
. Fund Raising Expenses		155.52
I. Service Charges		1,392.74
J. Volunteer Activities		732.22
K. Capitol Improvements		
1. water heater	517.00	517.00
L. Scholarship Expenses		2,575.12
M. Transfer to Building Fund		40,454.05
N. Building Expansion Expenses		0.00
O. Donations/Gifts/Plaques		111.64
Total Expenses		\$143,307.61

WILLIAMSBURG PLAYERS
FINANCIAL REPORT BY BANK ACCOUNT
7/1/04 - 6/30/05

. SunTrust - Operating Account		
Opening Balance		5,272.30
Total Deposits	104,353.20	
Total Expenditures	105,588.63	
Ending Balance		4,036.87
. SunTrust - Savings Account		
Opening Balance		11,178.21
Total Deposits	49,938.75	
Total Expenditures	48,833.90	
Ending Balance		12,283.06
. Wachovia - Credit Card Acct.		
Opening Balance		2,061.36
Total Deposits	18,435.00	
Total Expenditures	18,013.46	
Ending Balance		2,482.90
. SunTrust - Building Fund		
Opening Balance		200,258.36
Total Deposits	44,758.30	
Total Expenditures	31,658.29	
Ending Balance		213,358.37
. SunTrust-Scholarship		
Opening Balance		55,678.69
Total Deposits	6,961.96	
Total Expenditures	2,500.00	
Ending Balance		60,140.65
. Scholarship-Certificate of Deposit		
Opening Balance		20,400.99
Total Deposits	473.48	
Total Withdrawals	0.00	
Ending Balance		20,874.47
ll Accounts		
Opening Balance		294,849.91
Total Deposits	224,920.69	
Total Expenditures	206,594.28	
Ending Balance		313,176.32
Ending Balance Operating		\$18,802.83
Ending Balance Scholarship		\$81,015.12
Ending Balance Building Fund		\$213,358.37
Total Net Income All Accounts		\$18,326.41

WILLIAMSBURG PLAYERS
EXPENSES BY PRODUCTION
7/1/04 - 6/30/05

	See How They Run	Over The Riv Thru Woods	Man of La Mancha	Proof	Deathtrap
set construction/dressing	295.30	491.59	1,661.23	1,127.59	546.95
props	53.00	390.12	72.59	0.00	69.81
costumes	48.96	29.65	649.03	64.85	127.00
photos	0.00	0.00	0.00	0.00	0.00
sound	0.00	0.00	0.00	0.00	0.00
lighting	0.00	14.89	77.86	94.84	0.00
parties & meals	101.10	41.53	20.79	148.36	104.22
programs	1,804.63	1,681.50	1,930.95	1,814.40	1,722.00
posters	125.29	53.10	49.35	12.60	0.00
honorarium/royalties	1,045.00	1,460.00	3,410.00	1,280.00	1,280.00
make-up/hair	0.00	97.01	70.89	0.00	0.00
scripts/rental	0.00	0.00	412.00	0.00	0.00
lobby dressing	13.50	13.58	66.70	61.89	13.68
music expenses	0.00	0.00	80.15	0.00	0.00
admin/misc./publ.	21.89	0.00	288.18	0.00	55.91
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04-05 expenses	3,508.67	4,272.97	8,789.72	4,604.53	3,919.57
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03-04 expenses					
Scripts	121.50	100.14	200.00	93.45	93.45
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Total Show Expenses	3,630.17	4,373.11	8,989.72	4,697.98	4,013.02
Box Office Receipts	7,452.00	10,929.00	12,534.00	6,240.00	7,486.00
Income/(Loss)	3,821.83	6,555.89	3,544.28	1,542.02	3,472.98
Income/(Loss) all shows					18,937.00
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Attendance by show	1,708	2,075	2,228	1,573	1,711
No. of performances	18	21	23	18	18
Avg Attendance/show	95	99	97	87	95
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Attendance by category					
Circle	944	979	956	941	961
Comp	62	63	89	42	40
Gen. Adm.	228	320	367	172	197
Student	10	30	56	41	11
Sen. Cit.	360	554	521	328	457
Group	100	113	230	48	43
Child	4	16	9	1	2