



The Williamsburg Players

"Community Theatre at its Best"

Annual Report

2006– 2007 Season

for the Williamsburg Players 50th 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.

Board of Directors

William Hinson, President
Andrea Daughtry
Peggy Baker
Carol Scheffler
Karen Foley
Amy Lyles
Bob Noonan
Bob Shea
Hugh Siggins

Staff

Carol Moff
Megan Ryhne
Peter Natale
Bob Burdette
Debbie Noonan
Barney Barnes
Tony Gabreile

Numerous Volunteers

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

We have completed a significant organizational milestone, being 50 years old. This has been a great season in a number of ways. To begin with it was a year to look back and celebrate 50 years of success. Each event and production had its moments of magic as we remembered the past, greeted former casts, directors, Board Members, and friends not seen, in some cases, for years. At the Anniversary Season Closing Picnic, Barney Barnes noted a number of persons who were not able to be with us. It was an emotional moment for all of us. Throughout the season, listening to the stories and reflections of patrons and actors alike, was a wonderful experience. Clearly, the Williamsburg Players is the result of countless hours of selfless dedication to our craft and our community. We owe an expression of deep gratitude to the original members and leaders of our organization how stepped forward and established our existence. We also owe an expression of gratitude to those who have held the Williamsburg Players in trust from that first production to today. Finally we have the fortune to have been recognized by both York County Board of Supervisors and the Mayor of the City of Williamsburg for our continuous service to the community.

While we were working on celebrating the past, the present managed the improvement of our parking facility as an outward demonstration of our dedication to our growth. Ever try to park before a show and had to park on the street? Those days are gone. We also installed water control measures to prevent erosion. All of the work is the next phase that leads to a new theater building.

But it goes without saying that next step will require each of us, you, me, and everyone in this community that finds art to be an important part of our community to play a part. The new building is by far the most aggressive goal we have ever worked on. Many will say we have talked about this project for so long that they wonder about the schedule.

The schedule is driven by a project cost that is between 2.5 and 3 million dollars. In order to start the project, we have to have those funds available either in hand or short term pledges or gifts. the cost. The next phase is to secure the finances. We will be working with a number of private, commercial, and philanthropic resources to address the needs.

This should be a busy and exciting year, on and off stage.

Rick Hinson
President

Achievements of the 50th Year

Production Achievements

- ◆ Continued early seasonal production meeting with Directors and Producers
- ◆ Continued success winning Effie awards for sets and acting.
- ◆ Continued success with our Readers Theater program with several actors crossing over from Readers Theater to the Main Stage productions

Financial Achievements

- ◆ Took out a loan for the construction of the parking facility.
- ◆ Received a specified grant for our Readers Theater program.
- ◆ Completed our automation of our accounting system .

Publicity Achievements

- ◆ Continued use of standard artwork developed as part of the preseason publicity
- ◆ Proclamation of Recognition for 50 years of service from York County.
- ◆ Proclamation of Recognition for 50 years of service from the City of Williamsburg.

Volunteer Achievements

- ◆ 50th Anniversary Committee sponsored the photo exhibit at the library in Oct 2006
- ◆ Second year for our Volunteer Appreciation event in April 2007
- ◆ 50th Anniversary Committee sponsored a year end Picnic to celebrate the completion of the season. Approximately 150 members and former members attended.

Administrative Achievements

- ◆ Developed a Business Plan for the future.
- ◆ Developed a Strategic plan for the future.
- ◆ Upgraded fax system and connection to the internet web page.

Development Achievements

- ◆ Continued Premier Nights for donors and sponsors.

Scholarship Program Achievement

- ◆ Continued support for four scholarship winners
- ◆ Awarded one scholarship for the 2007-2008 academic year.

Major Facility Improvements

- ◆ New parking spaces
- ◆ Storm water Control system installation.
- ◆ Additional outside lighting on the building and site.
- ◆ Renovated the lobby and painted the exterior

New proposed, budgeted, and recommended programs for the 51th Year

- ◆ Complete the Financial package to establish the new theater facility.
- ◆ Build on the continued success of the Readers Theater program
- ◆ Continue to address the need to provide for larger audiences

Comparisons (Note 1)	(07/01/96-06/30/97)	(07/01/02-06/30/03)	(07/01/04-6/30/05)	(07/01/06-06/30/07)
	10 years ago	4 years ago	2 Years ago	This year
Season Subscriptions (Note 2)	\$ 48,107.00	\$ 59,372.00	\$ 69,235.00	\$ 69,300.00
Box Office Receipts	\$ 21,320.00	\$ 36,860.76	\$ 47,486.39	\$ 37,240.00
Donations and Grants (Note 2)	\$ 9,450.00	\$ 37,645.52	\$ 15,556.00	\$ 43,917.00
Total Income	\$ 91,724.00	\$ 144,666.36	\$ 131,263.60	\$ 165,499.00
Production expenses	\$ 22,156.72	\$ 33,737.30	\$ 31,748.44	\$ 54,455.00
Administration expenses	\$ 13,246.80	\$ 10,866.47	\$ 25,030.43	\$ 16,183.00
General maintenance	\$ 11,549.77	\$ 10,677.40	\$ 16,946.96	\$ 17,538.00
Scholarship expenses	\$ 2,538.14	\$ 2,500.00	\$ 2,575.12	\$ 0.00
Average attendance per show	95.6	94.2	97	87.8
Maximum House Seating	121	121	101	101
Average percentage occupancy	79.00%	77.85%	96.03%	86.93%

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: In the 50th Season, the accounting in the Season Subscriptions was revised to not include gifts. Approximately \$30,000 collected with the subscriptions is included in the Gifts and Donations.

Comments: Our growth has continued to grow to the point that the theater was often exceeding 95% full and on some performances exceeded 100% of the seating sold. There has been some retreat from those high percentages, which may be from productions or from perceived over crowding. 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 shows have been mounted by an outside organizations for several of the last few years.

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 repainting and interior renovations. Last season we noted a number of concerns with heating and air conditioning equipment and we replaced stage lighting control 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 goal of reducing the ongoing maintenance expenses to the point that the program is self supporting. In the last decade, our building fund has provided new entry doors, and paved parking areas in the front and rear of the facility.