



# *The Williamsburg Players*

*"Community Theatre at its Best"*

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## *Annual Report*

*2007– 2008 Season*

*the Williamsburg Players*

*51<sup>st</sup> Season*



Report prepared for the August 10, 2008  
General Membership Meeting

### **Board of Directors**

William Hinson, President  
Bob Noonan  
Carol Sheffler  
Amy Lyles  
Hugh Siggins

### **Staff**

Carol Moff  
Susie Butler  
Megan Rhyne  
Peter Natale  
Bob Burdette  
Debbie Noonan



Jonathan Manning in  
“Moonlight and Magnolias”

### **Statement of Our Mission**

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.

### **Vision for the Williamsburg Players**

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

This year has been another great year, so first, “thank you” to all of the volunteers and leaders that made the season a success. Our patrons were regaled with two musicals and three drama/comedies, winning five “Effy Awards”. Readers Theater has continued to build on past success. Donations were up and we paid off our new parking area. The Board has put in countless hours working with donors, architects, engineers, and financial firms in support of our building expansion. Our Box Office has done a great job during the season and summer. And finally cast members for our productions spent up to nine weeks, five nights a week in a production. That time commitment says it all.

However, long our production runs expend resources as well as limit added programming such as Readers Theater, workshops, etc. So, we have been working our way ever closer to a larger facility. I was reminded recently just how long we have been on that journey, easily over a decade. In that time we have done a number of smaller projects: moving the main door to the front, adding parking and the storm water run off system. There is only one project left.....the new theater itself. The site is ready, we are ready, the community is ready.

During the next season we will continue to provide quality theatrical performances for the community. We will also provide a place for the community-at-large to gain hands-on education about theater arts. We will also continue to work hard on constructing our new facility

Our new theater facility will be a state of the art facility while retaining the unique flavor of our intimate theater. We will be seeking to encourage local arts groups to use our facility. A great example is the summer production presented by Wedgewood Renaissance. As a result, the Williamsburg Players will become a stronger partner with the cultural, entertainment, and hospitality organizations in our area.

The value of live theater and performing arts presentations to a community is immeasurable. There has been a growth in the number of performance arts organizations and the need for stage space for performances. With over 50 years of success in producing theatrical productions and managing our own theater, our organization is qualified to undertake the development of a performing arts center to serve the citizens and artists within the Greater Williamsburg community.

So ladies and gentlemen....family and friends..... “Now is the Time” for us to “Expand our Stage”. As we look at interest rates, excess construction labor and the growth in theater patrons, now is the time for the Williamsburg Players family and the Williamsburg community to make this project a reality. Today, we will share with you the picture so that you can help us tell the story. This is a big project for a community theater, but together with your help and that of the community we can make this project a reality.

Thank you for being a part of our community, our family.....  
Rick Hinson, President

Alix Toenniessen and  
Ed Allen in  
“ Communicatikng Doors”



## High points of the 51th Year

### Production Achievements

- ◆ Award of Effy awards for
  - Best Set, Steve Schell
  - Best Supporting Actress, Erica Chigos-White
  - Best Supporting Actor, Miguel Girona
  - Best Set, Honorable Mention, Rick Hinson
  - Best Musical, Honorable Mention, Peter Natale
- ◆ Readers Theater provided a venue for a new Director, Jessica Krop
- ◆ Jessica Krop accepts position as Readers Theater Manager
- ◆ Brandon Lyles accepts position to develop workshops

### Financial Achievements

- ◆ Paid off our loan for the Parking Lot Expansion
- ◆ Increased gifts and donations

### Publicity Achievements

- ◆ Use of standard artwork developed as part of the pre-season publicity
- ◆ Expanded web photo capability and use of our photos in local media
- ◆ Redesign of the web site adding several features

### Volunteer Achievements

- ◆ Development of a web based Volunteer Database
- ◆ Volunteer scheduling through the web site

### Development Achievements

- ◆ Each production had a successful Premier Night opening for donors and sponsors
- ◆ Commissioned a Community Advisory Board to widen our community networks and to add greater business acumen to the organization

### Scholarship Program Achievement

- ◆ Continued support for four scholarship winners

### Building Expansion Achievements

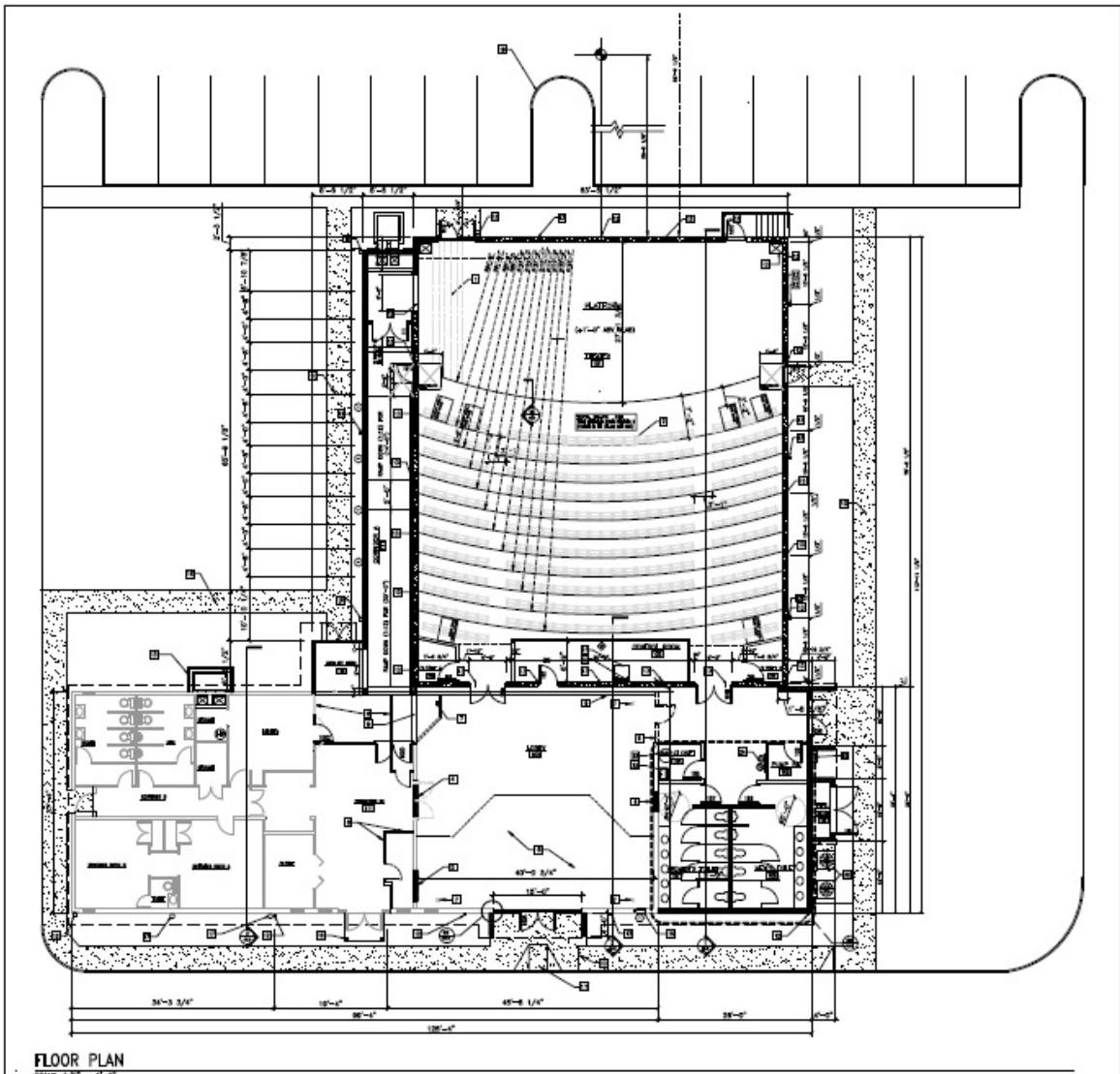
- ◆ Complete the rear property parking and storm water runoff control system
- ◆ Redesign of the new facility to reduce the cost of the project

### New proposed, budgeted, and recommended programs for the 52<sup>nd</sup> Season

- ◆ Construct the new theater facility
- ◆ Add a Theater Craft Workshop series to the season
- ◆ Improve our volunteer management and coordination
- ◆ Reach out to other stage performance arts groups who need stage space



Les Waldron and  
Brian James in  
"Driving Miss Daisy"



Our new facility ..... Now is the Time to make it a reality.....

1:18 AM  
08/07/08  
Accrual Basis

**Williamsburg Players, Inc.**  
**Profit & Loss**  
July 2007 through June 2008

Jul '07 - Jun 08

Ordinary Income/Expense	
Income	
4 · Contributed Support	10,819.14
5 · Earned Revenues	119,464.06
Total Income	<u>130,283.20</u>
Expense	
7100000 · Production	52,301.28
7300000 · Season Selection	70.69
7400000 · Hospitality	3,735.24
7500000 · Other Personnel Expenses	100.00
8100000 · Administrative	7,756.78
8200000 · Occupancy Expenses	17,279.63
8300000 · Travel & Meetings Expenses	700.00
8500000 · Misc Expenses	10,137.74
8700000 · Publicity	16,630.47
Total Expense	<u>108,711.83</u>
Net Ordinary Income	21,571.37
Other Income/Expense	
Other Income	
9210000 · Capital Improv. Other Income	12,000.00
9213000 · Capital Campaign	16,600.00
9215000 · Cap. Imp. Interest	6.95
9220000 · Scholarship	13,834.90
Total Other Income	<u>42,441.85</u>
Other Expense	
9800000 · Capital Campaign Administration	4,657.53
9920000 · Scholarships	2,012.71
Total Other Expense	<u>6,670.24</u>
Net Other Income	<u>35,771.61</u>
Net Income	<u><u>57,342.98</u></u>

	Baby	Moonlight and Magnolias	George M	Communicating Doors	Driving Miss Daisy
Premier Night	\$632	\$706	\$779	\$660	\$566
Cast Party	\$107	\$155	\$145	\$100	\$232
costumes/props	\$234	\$469	\$2,220	\$221	\$55
honorarium	\$0	\$0	\$200	\$0	\$200
Lobby/Set Dressing/Admin	\$8	\$29	\$200	\$100	\$7
Programs	\$2,819	\$1,395	\$1,204	\$954	\$972
Posters/Tickets	\$173	\$173	\$173	\$173	\$173
Script and rights	\$3,297	\$1,320	\$3,788	\$1,076	\$1,140
Set Construction	\$98	\$1,610	\$640	\$1,887	\$658
Music	\$1,394	\$0	\$1,000	\$0	\$0
Sounds/Lights	\$0	\$0	\$0	\$0	\$0
<b>Total Show Expenses</b>	<b>\$8,762</b>	<b>\$5,857</b>	<b>\$10,349</b>	<b>\$5,171</b>	<b>\$4,003</b>
<b>Advertising**</b>	<b>\$2,863</b>	<b>\$2,739</b>	<b>\$1,618</b>	<b>\$2,084</b>	<b>\$2,102</b>
<b>Total Show Expenses including Advertising</b>	<b>\$11,625</b>	<b>\$8,596</b>	<b>\$11,967</b>	<b>\$7,255</b>	<b>\$6,105</b>
<b>Box Office Receipts</b>	<b>\$9,288</b>	<b>\$5,327</b>	<b>\$14,626</b>	<b>\$6,279</b>	<b>\$7,305</b>
Attendance by Show	1675	1590	2273	1505	1550
No of Performances	22	21	23	18	18
Avg Attendance/show	76	76	99	84	86
Attendance by category:					
Comp	52	46	74	39	36
General Admission	176	112	225	103	131
Group	3	49	51	2	1
Patron	1095	1075	1132	1095	1003
Senior	321	301	706	252	361
Student	28	7	85	14	18
<b>Total</b>	<b>1675</b>	<b>1590</b>	<b>2273</b>	<b>1505</b>	<b>1550</b>