



# **WILLIAMSBURG PLAYERS**

## **ANNUAL REPORT**

### **2010 - 2011 SEASON**

#### **54<sup>th</sup> SEASON**

Prepared for the August 14, 2011  
Annual General Membership Meeting

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# *Annual Meeting Agenda*

## *August 14, 2011*

- President declares the Annual meeting open, confirm quorum is present (Bob Shea)
- Reading & Approval of the July 24, 2011 minutes by the Secretary (Suzanne Douglas)
- President's Remarks - Corporate Annual Report on the 2010-2011 Season (Bob Shea)
- Treasurer's Annual Financial Report for 2010–2011 Fiscal Year (Peter Natale)
- Committee Reports (as required)
- Special Recognition and Presentations
  - a. 2011 Scholarship Presentations
  - b. Volunteer and Special Recognition Awards
- Presentation and Ratification of Slate of Revisions to the Corporate By-Laws
- Election of the new Board of Directors (Bob Shea)
  - a. Brief description of Organizational structure
  - b. Recognition of Board members and those whose term is up for reelection
  - c. Announcements of Resignations and Members whose Term has ended
  - d. Presentation of Slate of Nominations to the Board of Directors
  - e. Floor nominations for Board of Directors
  - f. Close nominations for the 2011-2012 fiscal year
  - g. Short Break (10 minutes) - Discuss the theater's goals and mission, the responsibilities of being a Board member and the specific areas of interest or resources being offered to the organization by the nominee(s).
  - h. Confirm interest of those in Nomination
  - i. Vote for slate of Nominations by membership (Suzanne Douglas)
- 55<sup>th</sup> Season Challenges and Goals (Bob Shea)
- Presentation of 2011-2012 Operating Budget (Petr Natale)
- Update on construction of our new lobby and auditorium (Hugh Siggins)
- New Business presented from the floor or Board of Directors
- Questions and Answer Session
- Adjourn Meeting



## **Board of Directors**

Robert E. Shea, President  
Hugh Siggins, Vice-President  
Suzanne Douglas, Secretary  
Peter Natale, Treasurer  
Robert Noonan  
Amy Payne  
Philip Newbery  
Jessica Krop  
Connie Granger  
Miguel Girona

## **Staff**

Robert Bland  
Debbie Noonan  
Carol Moff  
Megan Rhyne  
Tina Marie Shaffer  
Christine Fonsale Rogerson  
Jeanette Chapman  
Betsy Jo Spence  
Nick Christoff

## **MISSION STATEMENT**

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

# **VISION OF THE WILLIAMSBURG PLAYERS**

The vision of the Williamsburg Players is built on a foundation of always providing quality performance stage art to, for, and with the community as well as to provide a venue for the community at large to gain hands-on experience in theatre arts.

Our vision is to become a community resource that enriches all facets of the arts in the area. With the coming 55<sup>th</sup> season we intend to strengthen our community ties so that we are an integral part of the cultural, arts, entertainment, and travel opportunities for all we live or visit the area. We will build on the existing reputation for quality theatre as we strengthen our volunteer and community-based support.

During the coming season we will open our new theater which represents a state of the art facility, providing a mix of shows that will highlight the opportunities for an expansion over what has been possible in the past. Additionally, with careful planning, we will encourage other members of the arts and entertainment community to take advantage of the opportunities to likewise expand what is possible in the new theater.

With electronic ticketing, we will provide an efficient and user-friendly ticketing system that will provide patron flexibility without long box office lines. Working smarter as well as harder, we will introduce efficiencies that will provide the maximum return on dollars invested to ensure that our patrons, guests, and cultural organizations receive the best return on all funds expended.

Our ultimate vision is to become, over time, the cultural center for the area, providing a venue for theatre, concert, and dance that surpasses anything locally available. We expect expansion to include children's theatre, governmental town meetings, and workshops. To do this we must expand our volunteer base, attracting all ages to contribute to this unique community resource.

Lastly, our vision is to justify the hard work and financial support that has been invested in the Williamsburg Players. Each volunteer and each financial supporter must see that their investment has enriched the community, paying dividends to those who follow in our footsteps.

## **THE PRESIDENT'S MESSAGE**

Wow, what a year! From five blockbuster shows, to the groundbreaking of our new facility, to watching the daily progress on the new building, it has been an exciting year.

None of that would have been possible without the support of our volunteers, the Board that I am blessed to have, and our financial supporters. To each, my personal and heartfelt “thank you.” The years of planning, dreaming, and hoping are paying dividends. For that we also owe a huge “thank you” to the past leadership that had a dream. Some thought it was a fantasy, but on November 15, 2010 when five shovels turned over earth behind the theater, we showed the world that talk had stopped, and action had begun. We would have a new theater!

This year we expanded our Readers’ Theatre program with audiences increasing for each performance. Readers of the *Virginia Gazette* know that we received five “Effy Awards” to include “Best Play,” and “Best Actress,” for the acclaimed *The Lion In Winter* and “Best Supporting Actress,” in *The Dixie Swim Club*.

With this meeting, we will address By-Law changes, vote on new Board members, and review where we are and where we want to go. We must operate in a business-like fashion to safeguard our resources and to make sure we get the “most bang for the buck,” while we maintain the close working relationships and friendships that have always been the hallmark of the Players.

As most of you know, we excluded some requirements from the construction contract to receive better value from the funds expended by individual contracts and self-help. These include but are not limited to purchasing over 200 new and matching theater seats, buying theater curtains, a state of the art sound and light system, new carpeting, and a new box office and concession area. We have gone to our long-time supporters again, and many have responded. We have made progress, but we still have funding shortfalls. For those who have made contributions during this time of economic downturn, we thank you. For others who still may be considering financial support, we ask that you help us eliminate the shortfall.

I would be remiss if I did not mention two areas that concern me. One, we need to create a more robust volunteer base. We need more volunteers - set builders, painters, ushers, box office staff, concessions, costumers, and all the essential tasks that collectively allow us to be the Williamsburg Players that you know, love, and support. I challenge each volunteer to recruit one new volunteer.

Whatever one's talents or skills, we have a spot for you. The second item of concern for me has ties to our initial Capital Campaign which was launched in 2009. Our plans and schedules were based on the actual funds contributed at that time in addition to the pledges made that promised funds over a period of time.

We recognize the state of the economy, but we are concerned that pledges made in 2009, that we counted on, have not been received incrementally as promised. This has created some of the shortfalls that I previously mentioned, putting strain on our financial management process. To those with outstanding pledges, we ask that you review your individual financial condition, and update the contributions, if possible, made in accordance with the pledges that you made.

So, ladies and gentlemen, friends, family, it has been a good year. Our hardworking volunteers, financial supporters, casts and crews, and our Board members have collectively done themselves proud. In November, when we open with *The Producers* in our new theater, there should be a standing ovation to the cast and crew but also to those who have worked tirelessly behind the scenes to make it all happen.

Thank you for being part of the Williamsburg Players' family.

Bob Shea  
President

## **HIGHLIGHTS OF OUR 54<sup>TH</sup> YEAR**

- Groundbreaking on November 15, 2010
- On-schedule and on-budget construction progress
- A revitalized Board of Directors
- Almost 160 theater seats purchased by patrons
- Readers' Theater popularity
- Two new scholarship recipients
- Improved building security
- Five "Effy" awards
- Corporate support for Premier Nights
- New staff members in key positions
- Electronic Ticketing
- Improved WP website used by our patrons
- Four of the five show directors were new to the Players
- Advertising agreements with the Williamsburg Area Tourist Information Office
- An improved budget and financial management process
- Speaking engagements with local civic groups

# *Williamsburg Players*

## *Treasurer's Report*

July 27, 2011

CHESAPEAKE OPENING BALANCE	6/24/2011		\$	137,996.97
WITHDRAWALS	Checks	-	\$	86,893.19
DEPOSITS		+	\$	103,776.00
INTEREST			\$	58.48
CHESAPEAKE CLOSING BALANCE	7/27/2011		\$	154,938.26
OUTSTANDING CHECKS		-	\$	0.00
CHESAPEAKE BAL AFTER CHECKS CLEAR	7/27/2011		\$	154,938.26

Bills Paid - Not Yet  
Cleared

AMERICAN CENTURY INVESTMENTS		\$	5,634.04
CHESAPEAKE BANK CASH AVAILABLE		\$	154,938.26
CHESAPEAKE BANK CONSTRUCTION ACCT		\$	50,000.00
TOTAL COMBINED CASH AVAILABLE	7/27/2011	\$	210,572.30
OUTSTANDING BUILDING LOAN	7/27/2011	\$	656,735.00

	<u>Budget</u>	<u>Jul '10 - Jun 11</u>	<u>Over / Under Budget</u>
<b>2010-2011 Income</b>			
Contributions	73,500.00	67,870.00	(5,630.00)
Advertising Revenue	4,000.00	2,915.75	(1,084.25)
Concessions	1,000.00	2,101.55	1,101.55
Dividends & Interest-Securities	0.00	25,141.65	25,141.65
Interest on Checking Account	1,500.00	1,240.00	(260.00)
Misc Revenue	0.00	1,810.85	1,810.85
Ticket Sales 2010-2011	51,000.00	52,299.30	1,299.30
Readers Theatre	0.00	342.00	342.00
Season Subscriptions	65,000.00	65,588.00	588.00
Fundraising	21,000.00	25,470.00	4,470.00
New Construction Bank Loan	583,033.00	583,033.00	0.00
Scholarship Donations	0.00	100.00	100.00
<b>Total 2010-2011 Income</b>	<b>800,033.00</b>	<b>827,912.10</b>	<b>27,879.10</b>

Difference is the redeeming of a CD and some extra Fundraising receipts

### 2010-2011 Expenses

Administrative	9,290.00	10,864.87	1,574.87
Hospitality	3,350.00	5,546.69	2,196.69
Misc Expenses	65,000.00	63,389.57	(1,610.43)
Pre-Construction Expenses	141,764.40	141,764.40	0.00
Construction Expenses	615,432.00	615,432.00	0.00
Maintenance	8,461.83	15,937.97	7,476.14
Utilities	8,900.00	11,467.60	2,567.60
Legal Fees	3,000.00	2,959.97	(40.03)
General Production Costs	5,640.00	7,922.88	2,282.88
Production Expenses 2010-2011	38,000.00	43,047.27	5,047.27
Production Expenses 2011-2012	20,685.00	20,357.59	(327.41)
Reader's Theater	1,000.00	1,810.80	810.80
Advertising	3,200.00	4,196.53	996.53
Printing - Non Show Specific	5,500.00	6,684.16	1,184.16
Season Selection	300.00	0.00	(300.00)
Total Travel & Meetings Expenses	600.00	695.00	95.00
<b>Total 2010-2011 Expense</b>	<b>930,123.23</b>	<b>953,896.09</b>	<b>23,772.86</b>

Dues, Mailing, Internet, Phone, Supplies  
 Concessions, Hospitality  
 Production Equipment, Dep on New Lighting,, Bank Charges, Scholarships, Insurance, Reserved Funds  
 New Building Permits & Fees  
 Paid to Contractor thus far for new building  
 Landscaping, Janitorial, Maintenance, Pest Control  
 Diff is adv paid for 2011-2012 to get \$\$\$ reduction  
 Oil, Electric, Water, Sewer  
 Storage, Box Office, General Building Construction  
 Show Expenses - Overage due to higher advertising  
 Rights and Royalties for 2011-2012  
 Publicity  
 Newsletter & Season Brochure

Over Budget in part includes 2011-2012 Advanced Production Costs, Higher Advertising Costs and Advance 2011-2012 Landscaping Cost

American Century	5,555.28
Operating Account	126,744.89
Chesapeake Bank Construction Account	12,500.00

**Carryover into 2011-2012 144,800.17**

## 2011 – 2012 Budget Proposal

	<b>Budget</b>
Carryover Funds from FY2010-2011 (June 2011)	144,800.17
<b>Income</b>	
<b>Contributed Support</b>	
<b>Corporate/Business Grants</b>	
Corporate Premier Openings	4,000.00
<b>Total Corporate/Business Grants</b>	4,000.00
<b>Foundation/Trust Grants</b>	5,000.00
<b>Local Government Grants</b>	
Williamsburg Area Arts Comm.	6,000.00
York County Arts Commission	1,000.00
<b>Total Local Government Grants</b>	7,000.00
<b>Nonprofit Organization Grants</b>	
Williamsburg Foundation	5,000.00
<b>Total Nonprofit Organization Grants</b>	5,000.00
<b>Total Contributed Support</b>	21,000.00
<b>Earned Revenues</b>	
55th Season Misc. Gifts	25,000.00
55th Season Subscription Gifts	40,000.00
55th Season Subscriptions	80,000.00
Advertising Revenues	5,000.00
Concessions	2,000.00
Gross Rents Revenue	2,500.00
Interest Earned	1,200.00
<b>Production Ticket Sales</b>	
1 - The Producers	12,500.00
2 - Noises Off	10,000.00
3 - Pride and Prejudice	10,000.00
4 - Taming of the Shrew	10,000.00
5 - Curtains	12,500.00
<b>Total Production Ticket Sales</b>	55,000.00
Readers Theatre	1,000.00
<b>Total Earned Revenues</b>	211,700.00
 <b>Total Income</b>	 <b>377,500.17</b>

## Expenses

2011-2012 Capital Campaign	1,000.00
<b>Administrative</b>	
<b>Books, Subscriptions, Software</b>	
Membership Dues - Organization	200.00
Books, Subscriptions, Software - Other	100.00
<b>Total Books, Subscriptions, Software</b>	<u>300.00</u>
Misc. Printing & Copying	200.00
Office Equipment	1,500.00
Office Supplies	1,500.00
<b>Postage, Shipping &amp; Delivery</b>	
Bulk Mail Expense	3,000.00
General Mailing Expense	500.00
Post Office Fees	1,000.00
Postage, Shipping & Delivery - Other	0.00
<b>Total Postage, Shipping &amp; Delivery</b>	<u>4,500.00</u>
<b>Telephone &amp; Telecommunications</b>	
Internet	500.00
Telephone	2,000.00
<b>Total Telephone &amp; Telecommunications</b>	<u>2,500.00</u>
<b>Total Administrative</b>	10,500.00
<b>Hospitality</b>	
Bereavement	0.00
Concessions	1,000.00
<b>Premier Opening</b>	
Hospitality Supplies	500.00
Premier Opening - Other	3,000.00
<b>Total Premier Opening</b>	<u>3,500.00</u>
Volunteer Development	250.00
<b>Total Hospitality</b>	<u>4,750.00</u>
<b>Misc Expenses</b>	
Credit Card Service Charges	2,500.00
General Expenses	50,000.00
Insurance	4,000.00
Production Equipment	65,000.00
Reserved Funds	25,000.00
Scholarships Awarded	1,500.00
Ticket Turtle Online Fees	8,000.00
<b>Total Misc Expenses</b>	<u>156,000.00</u>

**Occupancy Expenses**

<b>Furniture &amp; Fixtures</b>	2,000.00
<b>Maintenance</b>	
<b>Grounds Maintenance</b>	0.00
<b>HVAC Maintenance</b>	500.00
<b>Janitorial Services</b>	1,500.00
<b>Maint. Improvement &amp; Repairs</b>	3,000.00
<b>Maintenance Supplies</b>	1,000.00
<b>Pest Control</b>	750.00
<b>Total Maintenance</b>	<u>6,750.00</u>
<b>Misc. Tools &amp; Equipment</b>	750.00
<b>Mortgage</b>	53,500.00
<b>Mortgage interest</b>	13,500.00
<b>Utilities</b>	
<b>Electricity</b>	6,000.00
<b>Oil</b>	0.00
<b>Waste Management</b>	2,000.00
<b>Water &amp; Sewer</b>	1,500.00
<b>Total Utilities</b>	<u>9,500.00</u>
<b>Total Occupancy Expenses</b>	86,000.00

**Production**

<b>General Production</b>	
<b>Box Office Expenses</b>	2,000.00
<b>Construction Expenses</b>	1,000.00
<b>Storage Rental</b>	0.00
<b>Total General Production</b>	<u>3,000.00</u>

**Production Expenses 2011-2012**

<b>1 - The Producers - PM</b>	5,000.00
<b>1 - The Producers - WP</b>	5,000.00
<b>2 - Taming of the Shrew - PM</b>	4,000.00
<b>2 - Taming of the Shrew - WP</b>	4,000.00
<b>3 - Pride and Prejudice - PM</b>	4,000.00
<b>3 - Pride and Prejudice - WP</b>	4,000.00
<b>4 - Noises Off - PM</b>	4,000.00
<b>4 - Noises Off - WP</b>	4,000.00
<b>5 - Curtains - PM</b>	5,000.00
<b>5 - Curtains - WP</b>	5,000.00
<b>Total Production Expenses 2011-2012</b>	<u>44,000.00</u>

<b>Reader's Theater</b>	
RT Directors Expense	500.00
RT WP Expenses	<u>1,500.00</u>
<b>Total Reader's Theater</b>	<u>2,000.00</u>
<b>Total Production</b>	49,000.00
<b>Publicity</b>	
Marketing	
Corporate Advertising	<u>5,000.00</u>
<b>Total Marketing</b>	5,000.00
<b>Printing - Non Show Specific</b>	
Newsletter	3,500.00
Season Brochure	<u>3,500.00</u>
<b>Total Printing - Non Show Specific</b>	<u>7,000.00</u>
<b>Total Publicity</b>	12,000.00
<b>Season Selection</b>	
Season Selection-Scripts,etc	<u>200.00</u>
<b>Total Season Selection</b>	<u>200.00</u>
<b>Total Expense</b>	<u><b>319,450.00</b></u>
<b>Projected Net Income</b>	58,050.17

**PROPOSED CHANGES  
WILLIAMSBURG PLAYERS' BY-LAWS  
TO BE SUBMITTED TO THE MEMBERS ON 8/14/11**

**THESE CHANGES ARE RECOMMENDED FOR  
APPROVAL BY THE BOARD OF DIRECTORS**

**ARTICLE V:** Para 2 (vice president), Add: The Vice President shall exercise specific oversight of all business and financial operations, and be the coordinator of all long-term contracts or mortgages working with the Treasurer and the Director of Assessment and Analysis.

**ARTICLE V:** Delete all of sub-paragraph e.

**ARTICLE V:** Add the following:

- e. the following Directors:
  - i. Corporate-Business-Governmental Relations: Liaison and playbill ads
  - ii. Corporate Development: Long-term planning and marketing
  - iii. Facilities: Maintenance of all property and grounds
  - iv. Production: All main stage activities
  - v. Volunteers and Hospitality: All volunteer activities and special events
  - vi. Season Selection: Oversight, planning, and contracts
  - vii. Special Projects: One-time high profile activities
  - viii. At Large: Assist in meeting corporate goals

**ARTICLE V:** Add the following subparagraphs:

- 7. Staff positions may be established by the Board for specific areas of responsibility as needed and will report to a designated member of the Board of Directors;
  - Scholarships
  - Box office
  - Legal
  - Publication editors (2) (Stage Write and the playbill)
  - Web master
  - Readers' Theatre
  - House (concessions and ushers)
  - Facilities Scheduling and Master Calendar
  - Season Subscriptions
  - Grants
  - Costumes
  - Props
  - Historian
- 8. Other specific functional areas, to include but not limited to, public relations, media advertisement, and individual contracts may be assigned by the President to an individual Board member as an additional duty, based on individual availability and proven expertise. Such assignments are in addition to the duties normally inherent in that Board member's position.
- 9. An executive committee shall be established, consisting of the corporate officers listed in Article V, paragraphs 1a through 1d to address concerns requiring immediate consideration. Any such actions will be reported to the Board at the next regularly scheduled meeting.