

YEAR IN REVIEW

*Treasure Valley Children's Theater 2022
Our 10th Season!*



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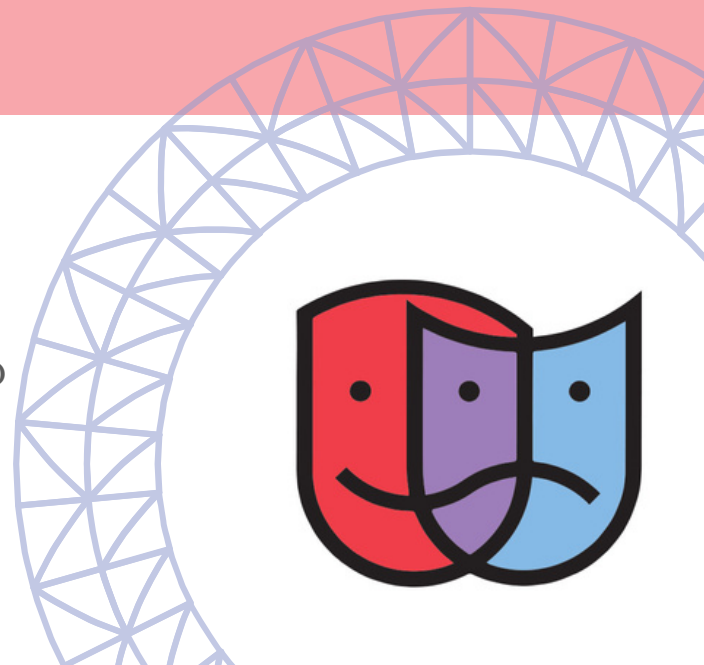
**+ A WHOLE
LOT MORE!**

5-7

A NOTE FROM THE TEAM

We warned you to get ready for the 'WOW,' and we delivered on that promise with TWO world-premiere shows, a Mobile Stage performance program tour connecting kids in Boise, Meridian and Eagle, a (SOLD OUT!) holiday experience of 'A Christmas Carol,' PLUS a record-breaking year for education program enrollment!

Read on to learn more about how your support is helping us change the world one theater kid at a time!





SEE. WORLD PREMIERES DOMINATE 2022

A Bad Case of Stripes, The Musical adapted from the popular children's book by David Shannon, music, lyrics and script by Treasure Valley local, Kate Haderlie. Four, free public performances presented on the Mobile Stage in Boise, Meridian, and Nampa in spring 2022 reaching an estimated 1200 audience members.

Voyage of the Forgotten, an original story written by TVCT Artist Educator, Noah Charles Moody. Presented to the community in two, free public performances and 23 performances at 16 local schools reaching an estimated 5,000 audience members.

In the summer, the Mobile Stage toured the valley producing our signature Performance Program experience for youth in Boise, Meridian and Eagle with **Schoolhouse Rock Live, Jr.!** Six performances in total featuring youth casts in each community reaching an estimated 650 audience members.

We rounded out Season 2022 with **A Christmas Carol Holiday Experience** offering nine **SOLD OUT!** performances reaching 405 audience members.

PERFORMANCE PROGRAMS 2022

2022 Costs (all programs): \$58,637

2022 Support & Revenue (all programs, all sources): \$55,584

KEY SUPPORTERS & SPONSORS 2022

- The Deoudes Children's Foundation
- TVCT Change Maker Members
- Idaho Gives Donors
- The Village at Meridian - Season Sponsor
- TDS Telecom - Season Sponsor
- Meridian Arts Commission - Season Sponsor
- HC Company - Show Sponsor
- Eagle Arts Commission - Grant Support for Summer Show
- Idaho Arts Commission - Grant Support
- National Endowment for the Arts - Grant Support
- Optum Idaho - Show Sponsor
- CapEd Credit Union - Show Sponsor
- James Fullinwider & Claire Fenton - Show Sponsor
- Mountain America Credit Union - Match Sponsor
- Chris & Tricia Matthews - Show Sponsor
- James Latta - Show Sponsor
- Olsen Wheeler CPAs - Match Sponsor
- First Federal Bank - Match Sponsor
- Catapult3 - Stage Sponsor
- Starlifter Wealth Management - Stage, Scholarship and Water Station Sponsor
- Treasure Valley Subaru - Stage Sponsor
- Meridian Chamber of Commerce - Stage Underwriter
- Jon & Kathryn Wardle - Stage Underwriter
- Idaho First Bank - Stage Underwriter
- The Grewe Family - Stage Underwriter

PLAY. EDUCATION = EMPOWERMENT!

2022 saw a return to pre-pandemic registrations including a 10% increase over 2019 (pre-pandemic) enrollment!

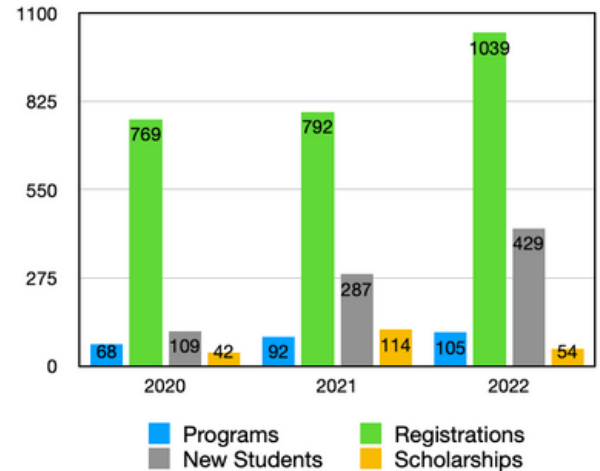
BY THE NUMBERS:

2022:

- 105 Education-based programs offers in 16 valley locations
- 1039 registrations processed
- Average 9.89 kids per class
- \$148,546 in fees collected
- Average \$143 per registration

Compared to 2021:

- 92 Education-based programs offers in 11 valley locations
- 792 registrations processed
- Average 8.6 kids per class
- \$76,969 in fees collected
- Average \$97 per registration



The increase in enrollment is directly related to the offering of more in-person programming including Drama Clubs in eight area schools, and the relocation of our Boise-based programs from Boise Little Theater to The Creative Space in Garden City. The move to The Creative Space was prompted by our need to offer more programs and Boise Little Theater's plans for the space we were renting. We also added Mobile Stage residencies in two Treasure Valley area parks over the summer, expanding our camp experiences for more youth. We continued our partnership with Boise Parks & Recreation to offer two theater camp experiences for students in their programs. Our education programs teach theater and life skills and reinforce our five core values, respect, courage, commitment, enthusiasm and excellence.



ADDITIONAL 2022 HIGHLIGHTS

YOUTH AMBASSADORS

Prepared by Melissa Hadden, Associate Education Director

The Youth Ambassador (YA) Program engaged 22 young artists in 2022, 5 of whom were new to the program. YAs participated in 6 community, volunteer opportunities including a Concerts on Broadway performance, the summer library tour and Connection is the Cure, among others.

YAs engaged in Master Class workshops including dance, dramaturgy, sewing, a Sondheim deep-dive, character development, dialects, audition preparation and more.

The program continues to be a draw for older, advanced students.



SOCIAL MEDIA

prepared by Aubrey Schultz, Theater Project Assistant

In FY22 we focused on the development of an overall brand aesthetic, a commitment to only sharing high-quality photos that reflect our mission and programming, posting with frequency and consistency to all of our social media platforms, targeting specific audiences across each platform, and increasing audience engagement with new and creative content. We achieved these goals with the implementation of several social media series, such as Flashback Friday, Meet the Team, and Where Are They Now. All of our posts over the last 5+ months have been consistent and creatively driven, adhering to our chosen brand aesthetic.



GRANTS UPDATE

prepared by Michèle Carter Cram, Grants Manager

FY22 grants revolved around continuing support of mobile stage upkeep and programming, with most requests by spring of 2022 focusing on programming needs. Supporting research demonstrated the significance of providing arts access for all by referencing the benefits of arts education to students' academic and extra-academic skill sets.

BY THE NUMBERS:

- 14 applications (151% increase over FY21)
- 5 known grants received at the time of this report
- \$25,521 funds received
 - FY22 Goal: \$20,000

FY22 GRANTING ORGANIZATIONS:

- Idaho Commission on the Arts
- Boise Arts and History
- Eagle Arts Commission
- Walmart



BUT ARE YOU REALLY CHANGING THE WORLD? YOU TELL US...


This year we reconnected with 24 TVCT Alumni, students who participated in education, leadership and performance programming between 2013-2017. Check out the 'WHERE ARE THEY NOW' stories on our Instagram page (@tvchildrenstheater). Here's a few you may remember...




Justin Ravago



"I'm studying Quantitative Analysis of Markets and Organizations at the University of Utah. I plan to work in consulting or market research analysis. Currently, I am in The 25th Annual Putnam County Spelling Bee as Chip Tolentino. I will continue to perform in musicals and also write original material."




Justin Ravago



"Something important I learned from TVCT is how to connect with people. I learned how to make lifelong friends, speak in public, promote my work to the community, and create a professional relationship with a production team."



Something TVCT taught you?




Grace Saathoff




"I graduated valedictorian of my class at Boston University getting a BFA in Theatrical Design and Production and a BS in Film and Television. I'm currently working with the US Dept. of State to make memes for diplomats to help explain foreign policy, and it's my ultimate dream to build space suits for a mission to Mars."




Grace Saathoff



"That you are capable of more than you think. I remember auditioning for Aladdin Jr. because I wanted to be the stage manager and ended up on stage as Jafar. I doubted that I was the performer type, but the unwavering belief that Autumn had in me made me believe in myself."




Something TVCT Taught You?





Israel Sheber



"I am a combat videographer and photographer in the United States Marine Corps. I am proposing to my girlfriend in December. I'm currently stationed in Japan and I am going to school online at PENNSYLVANIA STATE UNIVERSITY."



Israel Sheber



"I learned how to get out of my comfort zone and how to properly warm up my vocal chords."

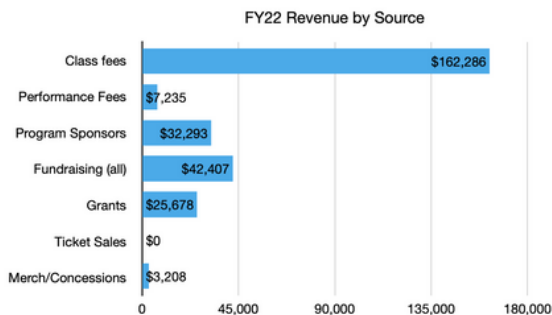


Something TVCT Taught You?

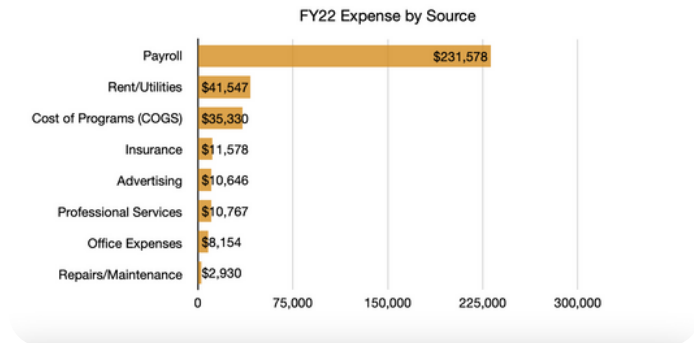


TVCT 2022 FINANCIAL STANDING

TVCT budgets on a fiscal year cycle, Sept. 1-Aug. 31. The budget information provided in this document is unaudited and reflects fiscal year 2022 numbers as reported in our accounting platform, Quickbooks. If you have any questions related to our financial position, please contact us.



FY22 TOTAL INCOME: \$273,107



FY22 TOTAL EXPENSES: \$352,530

FY22 NET BALANCE: - \$79,423

2022 continued to be a challenging, post-pandemic rebuilding year for TVCT. We missed our budgeted revenue by 12% (\$37,393 under budget goal) and our expenses outpaced revenue by 12% (\$37,870 over budget plan), leaving us with a deficit of \$79,423. Fortunately, our EIDL cash reserves carried over from FY21 covered the deficit and we continue to operate with a healthy cash reserve.

That being said, no company can operate on a deficit year over year. To address the short-falls of FY22 and prepare for a possible 2023 recession, we adjusted expenses 24% overall including a 10% reduction in payroll. **Four months into FY23 and we are seeing a 27% increase in revenue and a 26% decrease in expenses.** If we continue on this path, we will "right-side" this ship in no time. We are also exploring revenue alternatives including the reintroduction of ticket fees for indoor productions and a more aggressive grants, fundraising and sponsorship strategy to support the cost of our performance programs.

We are still challenged by space, the cost of and the lack of, for our programs. During FY22, we were notified of a 28.5% rent increase for our Meridian location, a space that has served us well for classes but doesn't meet our performance space needs. The Mobile Stage has been an excellent outreach tool, but it is not a solution to our permanent performance space needs. In 2023, we are renewing our efforts to secure a permanent home for TVCT and we are partnering with two other arts-focused organizations to collaborate on shared space. Expect to hear more about our efforts in the coming year.

SEASON 11: FIND YOUR VOICE!

This season, audiences will root for the underdogs, cheer for the quiet kid, rise up with the newsboys, and fall in love with a tomato plant. We are sharing stories about characters overcoming challenges and finding their own unique voice.

Season Presenting Sponsor: The Village at Meridian

Supporting Sponsors: TDS Telecom, Boise Department of Arts & History, Idaho Arts Commission and the National Endowment of the Arts

ADDITIONAL SPONSORS NEEDED.

HC Company Presents

“Puffs” One Act for Young Wizards by Matt Cox

- May 4, VIP event for Idaho Gives
- May 5, 6, 12 & 13 at 7pm
- May 6 & 13 at 2pm
- Ticketed event at Treasure Valley Children's Theater

Show Sponsor needed

“The Grunch” A New Children’s Musical by beat by beat

- June 23, 7pm at JUMP, Boise
- June 24, 2pm at Kleiner Park Amphitheater, Meridian
- Free community performances, donations appreciated.

Show Sponsor needed

Disney’s “Newsies, Jr.” score by Alan Menken & Jack Feldman, book by Harvey Fierstein

- Sept. 29, 7pm at Settlers Park, Meridian
- Sept. 30, 2pm & 7pm at JUMP Boise
- Presented on the Mobile Stage, free to the community, donations appreciated.

CapEd Credit Union Presents

“The Tomato Plant Girl” by Wesley Middleton

- Performances touring local elementary and middle schools.

Show Sponsor needed

‘A Christmas Carol’ Holiday Experience

- Nov. 25, Dec. 2 & 9, 2pm & 6pm
- Dec. 8, 7pm
- Ticketed performances held at Treasure Valley Children's Theater



To learn more about ways in which you can support our mission, please [contact us](#).



Supporter Interest Form

Business Name (if applicable): _____

Contact Name: _____

Contact Email: _____

Contact Phone: _____

If you are not already on our E-Newsletter mailing list, would you like to be added?

_____ YES _____ NO

Return this form to Autumn at autumn@treasurevalleychildrenstheater.com. Thank you!

- | | |
|---|--|
| <input type="checkbox"/> Change Maker Membership program | <input type="checkbox"/> Show Title Sponsor |
| <input type="checkbox"/> Theater kid family member seeking information about programs | <input type="checkbox"/> Cast Sponsor |
| <input type="checkbox"/> Volunteer/Board Member positions for adults | <input type="checkbox"/> Fall Tour Sponsor |
| <input type="checkbox"/> Paid staff positions for adults and teens | <input type="checkbox"/> Mobile Stage Sponsor |
| <input type="checkbox"/> Youth Ambassador opportunities for theater kids ages 12+ | <input type="checkbox"/> Mobile Stage Underwriter |
| <input type="checkbox"/> Casting opportunities for experienced adults | <input type="checkbox"/> Idaho Gives Match Sponsor |
| <input type="checkbox"/> Audition opportunities for kids | <input type="checkbox"/> In-Kind Donor |
| <input type="checkbox"/> Season Sponsorship | <input type="checkbox"/> Custom Sponsor |
| <input type="checkbox"/> Employer Giving Match Program | <input type="checkbox"/> Fred Meyer Rewards Shopping Credit Programs |
| | <input type="checkbox"/> Other ideas? Let's talk! |