

YEAR IN REVIEW

Treasure Valley Children's Theater 2023
11th Year = BIG Changes



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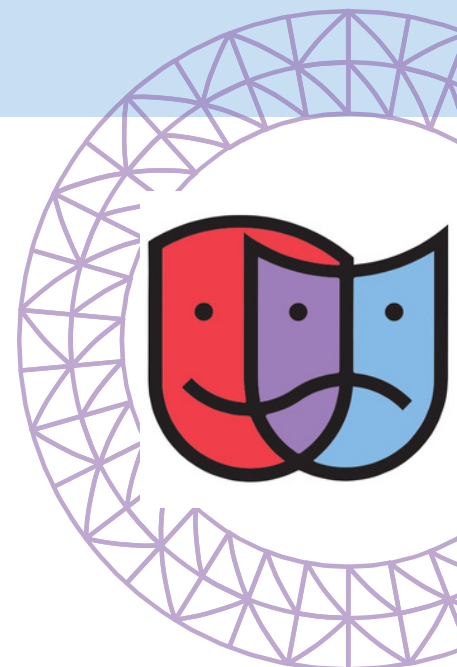
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A NOTE FROM ALLISON

In 2023, the challenge was to “Find Your Voice!” And Wow! We sure did! Audiences rooted for the underdogs, cheered for the quiet kid, and seized the day with the newsboys. We also discovered the important lesson of listening to make sure ALL voices are heard. Adapt. Change. Grow. That’s what theater people do! So as we move into 2024, we dig deeper into how we can create education and performance experiences that represent our values and reflect our evolving community. The establishment of a HOME for TVCT is one BIG goal we are eager to accomplish - a welcome place that celebrates the ‘Theater Kid’ in all of us.





SEE. A SEASON RECAP

We opened our 11th Season with the “Puffs,” a band of misfit wizards struggling to find their voice - and their magical talent. After a series of mis-steps, the characters learn that they are better when they work together. Audiences loved this spoof with heart and our youth performers delivered a heart-felt performance.

The summer performance program, “The Grunch,” was met with rave reviews! 30 young performers tackled this original musical with enthusiasm and presented two free performances to over 600 people in June.

Disney’s “Newsies, Jr.” rounded out our season with three free performances presented to more than 800 people in September. The cooler temps and stormy skies did not stop the cast of 30 young performers from seizing the day!

The latter half of the 2023 season was met with some challenges. Local schools asked us to create a touring program that aligned with curriculum standards. One of our greatest strengths is our ability to respond to community need. So we paused the touring program in 2023 and used the time to develop “Where in the Capital is Ida?” an adaptation of Lori Otter’s children’s book adapted by Noah Charles Moody. Read more about Ida on page 7.

Lastly, the holiday show was placed on a pause while our team directs energies towards the Star Garnet Studio. More on page 6.

PERFORMANCE PROGRAMS 2023

2023 Costs (all programs):
\$29,227

2023 Support & Revenue (all programs, all sources): \$36,888

KEY SUPPORTERS & SPONSORS 2023

- The Deoudes Children's Foundation
- TVCT Change Maker Members
- Idaho Gives Donors
- The Village at Meridian - Season Sponsor
- TDS Telecom - Supporting Sponsor
- Meridian Arts Commission - Grant Support
- HC Company - Show Sponsor
- Idaho Arts Commission - Grant Support
- National Endowment for the Arts - Grant Support
- Optum Idaho - Show Sponsor
- CapEd Credit Union - Show Sponsor
- Mountain America Credit Union - Show Sponsor
- Saucerman Construction - Cast Sponsor
- James Latta - Match Sponsor
- Olsen Wheeler CPAs - 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. CHANGE = MORE IMPACT!

Our education programs experienced some changes in 2023, including a fee adjustment to address rising costs and value our services along with market averages.



We also re-evaluated the costs associated with certain space-rental partnerships. As a result, we experienced an overall 15% decrease in the number of programs offered. However, our average enrollment per class increased as well as the revenue generated. We were delighted to know that the necessary adjustments didn't dissuade families from turning to TVCT as an education partner.

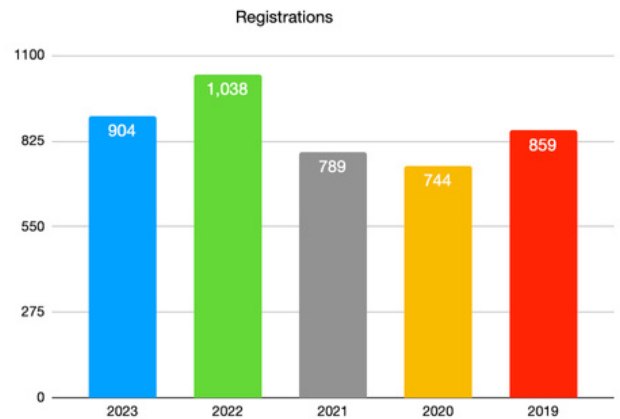
BY THE NUMBERS:

2023:

- 90 Education-based programs offers in 13 valley locations
- 904 registrations processed
- Average 10.04 kids per class
- \$157,319 in fees collected
- Average \$174 per registration
- 63, or 14.3%, received fee assistance in the form of a Starlifter Scholarship or fee waiver.

Compared to 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
- 60, or 17.3%, received fee assistance in the form of a Starlifter Scholarship or fee waiver.



ADDITIONAL 2023 HIGHLIGHTS



CHANGE IN LEADERSHIP

September 1st, Allison Terenzio-Moody took the helm as Executive Director of our growing company. Allison's enthusiasm for our mission speaks for itself; she's been the TVCT Education Director for 10 years and has significantly grown our impact in the schools. Allison's vision for TVCT includes:

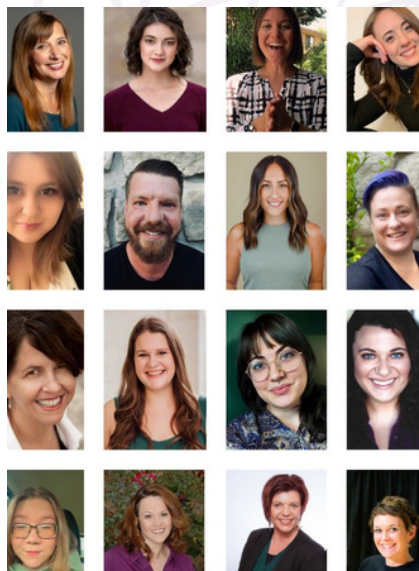
1. Creating a home that can grow as we grow, allowing us to expand on our outreach while providing a safe place for our TVCT families to explore and discover their talents.
2. Broadening our network of community sponsors and investor contributions to ensure that we are able to continue to provide high-quality programming, and affordable educational experiences.
3. Grow our partnership with communities, organizations, and leaders. Be a voice in the Arts and continue to make an impact at new levels.

NEW IDEAS EMERGE

With new leadership come new ideas to strengthen the company and further the mission. TVCT has benefitted from and celebrated the incredible, selfless contributions of many long-time teaching artists and contributors who continue to support the mission. (Thank you!) We also welcome new creators to the fold and look forward to sharing more about their mission-driven successes with you.

Please join us in thanking long-time contributors and welcoming new faces to the TVCT family.

Learn about all our staff on our website under the 'About' page.



THEATER KID 4 EVER!

by Autumn Kersey-Camilovic, Founder

Change is hard, but is often necessary.

In 2022, our founding Artistic Director, Mary Jensen, paved the path for a leadership shift. In 2023, I followed.

Stepping back from leading TVCT is, honestly, an act of love. Our growing company needs much more than I am prepared to offer. It needs a dedicated, full time leader, one who is an enthusiastic mentor and coach at all levels, who can strategically steward our investors contributions, one who has a fresh vision to elevate our mission and impact our community.

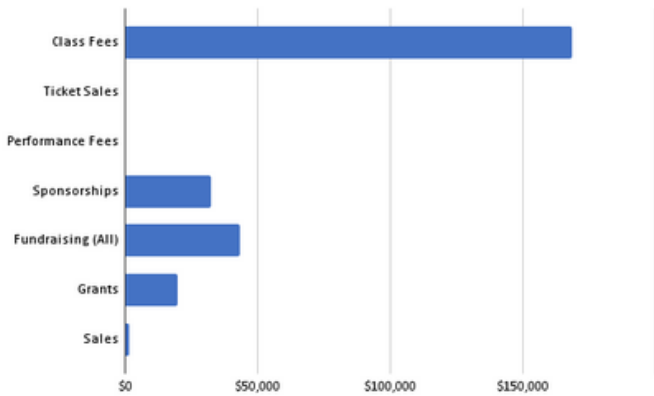
We have found such a leader in Allison! And while Mary and I will continue to contribute to TVCT (look for our involvement in the new building and Season 2024), Allison has our full confidence.

We work for the mission and that has not changed. We continue to change the world, one theater kid at a time.

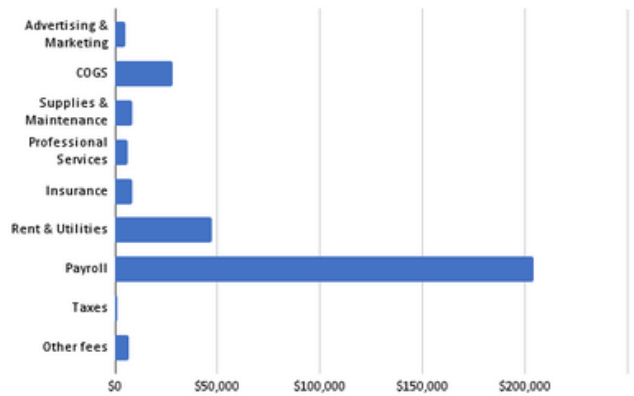
Thank you for your support.

TVCT 2023 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 2023 numbers as reported in our accounting platform, Quickbooks. If you have any questions related to our financial position, please contact us.



FY23 TOTAL INCOME: \$291,365



FY23 TOTAL EXPENSES: \$315,062

FY23 NET BALANCE: - \$23,697

The previous fiscal year (FY22) was our most difficult year and we were forced to make several cost-reduction adjustments to compensate. While those expense reductions made an impact, 2023 continued to be a challenging environment. We missed our budgeted revenue by 14% (\$22,136 under budget goal) and our expenses outpaced revenue by 12% (\$8,798 over budget plan), leaving us with a deficit of \$23,697. While still a deficit, the result is a considerable improvement over FY22 and a sign we are moving in the right direction. Our cash reserves covered the loss but that isn't a sustainable model and late in the year we made even deeper cuts to expenses that resulted in a company restructure to balance our budget and operate more leanly in the coming years.

Some GOOD news, four months into FY24 and we are experiencing a 13.5% increase in revenue over the previous year (not including our Building Fund efforts). Expenses are holding at budget, a sign that we are managing expenses well. The move to the new facility in the spring of 2024 will improve our revenue generating opportunities and result in a projected rent reduction of 15%, freeing up funds for more mission-based programs.

INTRODUCING: TVCT'S NEW HOME!

Coming in the spring of 2024, TVCT's new home at the Overland Park Shopping Center will feature two flexible, multi-purpose spaces for performances, classes, camps, workshops and rehearsals, as well as an open lobby area and operations areas. Located just off the Overland and Cole I84 exits, the new location is easily accessible in the center of the Valley and is adjacent to many desirable and convenient amenities.

Proposed Venue Name:



We are considering a naming opportunity and would welcome your feedback. We have a strong history of partnering with others, sharing resources, and advocating for the arts. The idea to label our headquarters the Star Garnet Studio is a demonstration of our commitment to the arts and our community. The Star Garnet is the state of Idaho gem and is connected to creativity. Additionally, it's true beauty is magnified under light, much like our Theater Kids! Illuminating the lights at the Star Garnet, however, is an investment in time, treasure and resources. That's another way of saying, we need to raise some money!

At the time this report was published, we have successfully raised \$70,000 in cash donations and matched that number with in-kind contributions. We are actively engaged in a robust fundraising campaign with a goal to raise an additional \$100,000 by April, 2024. We could use your help.

Donating to the building campaign isn't just about TVCT; it's an investment in the future of our community. This endeavor holds the power to create a profound impact that extends far beyond the confines of a physical structure. Here are compelling reasons why you may want to consider contributing to this worthy cause:

- By supporting this campaign, you are fostering an atmosphere where children can explore their potential, gain confidence in their abilities, and develop skills that will resonate throughout their lives.
- The new space will be shared with other arts-based organizations. This sense of unity and shared experience will help build stronger connections among diverse individuals, contributing to the social fabric of the region.
- By contributing to this campaign, you are advocating for the enrichment of cultural experiences for generations to come, ensuring that the magic of live performances continues to captivate and inspire audiences.

Donating to the building campaign is not just about constructing a physical space; it's about building dreams, nurturing talents, fostering community, and enhancing education. Your contribution will ripple through time, touching the lives of children, families, audiences, and leaving an enduring legacy of creativity, empathy, and cultural enrichment.



SEASON 12: A PLACE TO CALL HOME

Our 12th Season delivers an excellent reason to celebrate; a home for our growing education and performance programs (see page 6). We thought it fitting to build our season of performances around the theme “Home” with titles that will challenge our young performers in creative and rewarding ways and bring audiences together to remind us all what “Home” really means.

SEASON SPONSORS NEEDED AT ALL LEVELS.

CapEd Credit Union Presents
“Where in the Capitol is Ida?” an interactive, Idaho-history based theatrical performance inspired by the children’s book by Lori Otter. Written & directed by Noah Charles Moody.

- Touring 3rd & 4th grade classrooms

SHOW SPONSOR NEEDED

“Anne of Green Gables” the play adapted by Jody Johnston Davidson. Directed by Mary Jensen

- May 2, 3 & 10 at 7pm
- May 4 & 11 at 2pm
- Location: Overland Park Shopping Center
- Tickets will be available for purchase April 1, 2023

SHOW SPONSOR NEEDED

“Imagine a Dragon” A Rock-Musical inspired by the music from Imagine Dragons. Written by beat by beat press. Director to be announced.

- June 28, 6pm at Kleiner Park Amphitheater, Meridian
- June 29, 2pm at JUMP Amphitheater, Boise
- Free community performances, donations appreciated

SHOW SPONSOR NEEDED

Disney’s “Finding Nemo, Jr.” musical adaptation of the 2003 Pixar movie, with new music by award-winning songwriting team Kristen Anderson-Lopez and Robert Lopez. Directed by Mary Jensen

- Sept. performance dates to be announced
- Location to be announced
- Ticketed performances

SHOW SPONSOR NEEDED

‘A Christmas Carol’ Holiday Experience. Directed by Julia Bennett

- Nov. 29, Dec. 6, 13 & 20 at 6pm, Nov. 30, Dec. 7, 14 & 21 at 2pm
- Location: Overland Park Shopping Center
- Tickets will be available for purchase Nov. 1, 2023



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 Allison at allison@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"/> School Tour Sponsor |
| <input type="checkbox"/> Paid staff positions for adults and teens | <input type="checkbox"/> New Space Sponsor |
| <input type="checkbox"/> Youth Ambassador opportunities for theater kids ages 12+ | <input type="checkbox"/> New Space Donor |
| <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! |