

# **2018 Annual Report**

**March 1, 2017 – February 28, 2018**

## **LEMON BAY PLAYHOUSE**



**96 W Dearborn St.  
Englewood, FL 34223  
(941) 475-6756  
[www.lemonbayplayhouse.com](http://www.lemonbayplayhouse.com)**

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**2018 Annual Report**  
**March 1, 2017 – February 28, 2018**

**OUR BOARD**

President/Treasurer – Bob La Salle

Vice President -

Secretary – Ron Bupp

Members at Large – Ralph Barnes, Jim Manns, Nicolette Mason, Jim Sciarrello, and Patty Tuff

**OUR MISSION**

It is the mission of Lemon Bay Playhouse to enrich Englewood and surrounding communities through theatrical productions, volunteer opportunities, education and training in the performing arts, and to provide a venue for other cultural activities.

**OUR VISION**

The Lemon Bay Playhouse will become the recognized community destination for arts activities serving as a learning space to harness local talent and extend community cultural awareness through the performing arts.

**LEMON BAY PLAYHOUSE, INC.** is a 501(c)(3) not-for-profit Florida corporation founded in 1987 for the purpose of advancing the theatre arts by establishing a community theatre in the Englewood/Lemon Bay area. Membership is open to everyone, and management is handled by a board of trustees elected by the members. Volunteer workers are the key to all operations at the playhouse. Participating in the various aspects of play production is challenging, educational, and fun, and new volunteers are always welcome. There are opportunities to learn and practice acting, stage managing, directing, technical operations, set design, and the essential support elements such as publicity, box office, and house managing. Getting involved is easy: just look in the theatre lobby for volunteer forms and information, or check with the box office. Interested in acting? Just show up for the open auditions on published dates. Lemon Bay Playhouse is YOUR community theatre.

**Lemon Bay Playhouse is a member of:**

American Association of Community Theatre; Arts & Cultural Alliance;  
Arts & Humanities Council of Charlotte County; Charlotte County Chamber of Commerce;  
Charlotte County Hospitality Association; Englewood Florida Chamber of Commerce;  
Florida Theatre Conference; Olde Englewood Village Association;  
Sarasota County Arts Council

**How To Contact Us**

Box Office: (941) 475-6756

Hours: 10:00 a.m. - 2:00 p.m. Weekdays

E-mail: [boxoffice@lemonbayplayhouse.com](mailto:boxoffice@lemonbayplayhouse.com)

Website: [www.lemonbayplayhouse.com](http://www.lemonbayplayhouse.com)

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MESSAGE FROM THE PRESIDENT

This has been another marvelous year at LBP. First, we had great audiences for all the plays during the fiscal year, a total of 10,303 for the Showcases and the seven plays (see the Attendance Earnings Report). Second, we replaced our roof and repaved the parking lot, all without borrowing a dime. And third, we had a tremendous number of volunteers (113) working 16,755 hours.

I am VP of the board of the Old Englewood Village Association. OEVA plans the many activities that take place on Dearborn St.: Pioneer Day parade, Halloween Safe Walk, Waterfest, Fine Arts Festivals Winter and Spring, Kiwanis chili cook off, and Wine Walk just to name a few. By bringing more people to Dearborn St., we increase our patronage as well. I will continue to work with them to promote Dearborn St. and Englewood to the community at large.

We are working on other projects to improve our theater. We are actively seeking grants to help fund a new marquee sign for the front of our building. We would like to come into the 21<sup>st</sup> century with an animated LED sign that will give much more information to the public than the 3 lines of static text we now have.

We are also seeking grants to replace our theater seats which are more than 35 years old. The seats that we are looking at are easily removable, so that, in the event we move from this building, the seats can come with us.

As you can see from the reports from the various committees, LBP functioned very well during this past year. We set a new season, engaged Showcase entertainers, built all the sets, produced seven plays, encouraged young actors through education and scholarships, and continued to support ourselves through our ticket sales. But more than that, I have heard so often from actors and volunteers during the past year that LBP seems more like a family than a business. The friendliness we show towards each other and our patrons makes people feel that they want to continue to come here. And that is worth a million bucks in my mind. Let's keep that up!

Respectfully submitted,

Bob La Salle  
President/Treasurer, Board of Trustees

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**ARTISTIC PRODUCTION MANAGER REPORT**

I have kept the master calendar updated in the green room as new events came up.  
I coordinated with Kathy Amelia for the Readers Theatre rehearsals.  
I made personal phone calls to thank new volunteers and welcome them to our theatre  
I submitted articles for each issue of The Spotlight; I also proof read each issue of The Spotlight as well as playbills for every production.  
I composed the curtain Speech for all the productions and coordinated speakers.  
I arranged contracts for our four showcase productions.  
I helped with the annual volunteer party.  
I taught acting classes.  
I attended local high school productions.  
I sent emails and made phone calls to potential new actors, inviting them to attend auditions and productions.  
I have written a job description for a set builder/designer and have posted it in the community and on social media.  
I continue to recruit and find actors for our productions through my contacts at the local theatres, college, and high school.  
I proposed changes to the stipend for Stage Managers and changes to the mileage reimbursement for actors.

**Meetings**

I have attended most of the Board meetings.  
I was a member of the Play Reading Committee  
I arranged and attended production meetings for all of the shows.  
I attended the Reader's Theater Shorts Aloud.  
I attended committee meetings for the Open House.

**Open House**

I attended and worked at the Open House: I helped set up the Open House and I conducted Acting/Directing presentations for the Open House tours.

**Productions**

I meet with each Director to discuss production and provide Director's packets.  
I make the master copy for productions and copied sides in preparation for auditions.  
I posted sides and audition material on social media. Send postcards to actors in our database.  
I attended all the auditions.  
I arranged the production meetings with build and department chairs to discuss production needs.  
I assisted the stage manager with calling actors who were not cast.  
I attended several rehearsals for productions (those I did not direct)  
I distributed show posters in the community.  
I stayed in contact with director and stage manager during rehearsal period.  
I requisitioned and presented the directors stipend on opening nights and I requisitioned stipends for stage managers and mileage for actors.

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ARTISTIC PRODUCTION MANAGER REPORT – Continued

I gave numerous curtain speeches.

I helped set up cast parties

I helped strike the furniture following productions and gave the toast at each cast party.

I directed TUESDAYS WITH MORRIE and played the role of Morrie to fill in for injured actor for the remaining three weeks of the production.

I worked with State College of Florida (SCF) Professor Nicolette Mason to coordinate a performance of FREUD'S LAST SESSION on Valentine's Day. It was well attended and we were asked to return with another production next year.

**Next Season**

I continue to chair the committee to pick next season Showcase productions.

I continue to research new performers; contact them, coordinate and confirm dates with Showcase performers for next year's season.

I organized responses from qualified potential directors for 2018-19 season and created tally sheet for their three interests.

I followed up with phone calls and emails to potential directors

Following the Executive Board meeting to select directors, I sent out contracts to next season's directors and followed up with signatures.

I continue to be a member of the Play Reading Committee.

I have made contacts in the community to discuss future collaborations and resources.

I have been actively seeking young actors.

I interviewed potential candidates and provided info for auditions.

I attended productions in Ft. Myers, Sarasota, and Venice researching and obtaining contacts for potential actors for future Lemon Bay Productions.

I am working on recruiting additional stage managers and a set design/builder.

Respectfully submitted,

Ric Goodwin  
Artistic Production Manager

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Play Selection Committee

The Play Selection Committee continues to seek new plays for consideration to be presented at Lemon Bay Playhouse. The 2017 membership included: Bob LaSalle, Ric Goodwin, Jeffrey Cima, Murray Hudson, Michelle Straus, Charlie Tyler, and Chair, Louise Goodwin.

The committee met in person in April and again in September. The meetings were a collaborative effort by the seven members to suggest plays that could be performed in our acting space that would be appreciated by our patrons. 25 plays were suggested at the April meeting and it was decided that 20 plays would be chosen to read over the summer. The committee met in September and voted to send 12 plays to the LBP Board of Directors to read. The Board voted at the October Board meeting and approved seven plays and two alternate plays for our upcoming season.

Michele Strauss and Charlie Tyler resigned from the committee and were replaced by Ralph and Marion Barnes.

Per LBP policy, the Play Selection committee will also lose member Murray Hudson who has served on the committee for three years. His seat will be replaced by Jim Parise.

Respectfully submitted,

Louise Goodwin  
Chairperson, Play Selection Committee

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**COSTUME COMMITTEE REPORT**

This has been a very welcomed year for our wardrobe committee. Each of the plays have basically required contemporary costumes many of which were in our very own costume collection. This has meant spending less time and money on developing our characters.

We spent time on the endless job of organizing costumes and accessories. Space continues to be an issue. Men's suits, pants and jackets were measured and sized so we are not spending hours searching for a particular size. All have been catalogued.

All in all, it has been a very successful year. I have the best volunteers ever!

Respectfully submitted,

Donna Walters  
Chairperson, Costume Committee

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PUBLICITY, PUBLICATIONS, AND ADS REPORT

**Lemon Bay Playhouse Website**

In August, 2016 we launched our new website. It was a great investment. The updates have been much simpler than they have been in the past with the “older” website. The update version for our 2017-2018 season was transitioned with very little effort. The website was up and running with ease for the new 2017-2018 season. The website also has archive pages for our previous seasons. One can view the shows that we had in previous years. The new website caught on very quickly and had an increase of views and ticket purchases. There was an increase of 3,000 visitors for the period August 1, 2017 through January 31, 2018 over the same period the year before. There also almost a twofold increase in visitors from Sarasota and Port Charlotte each. The conclusion drawn is that we are attracting more patrons from Sarasota and Port Charlotte. One may also conclude that the site is more user friendly and attractive to view by the people visiting it.

**Open House our 31<sup>st</sup> Season Anniversary**

I suggested at our board meeting that we hold an Open House to celebrate our 31<sup>st</sup> season in Englewood. It would also be a way to tell the community who we are and, hopefully, generate many new volunteers. This was accepted by the board members and I chaired the committee for the open house. The 31<sup>st</sup> Season Open House was held on December 2 and was a huge success. We had a sign in sheet for a several raffle gifts. We had several pairs of theater tickets for prizes. We probably had close to 50 attendees on the sign in sheets. We had about 20-25 of our volunteers helping out at the open house. Many thanks to those who assisted. We provided tours which took about 30 minutes and there was a lot of positive feedback from the people taking the tour. Many of the people taking the tour said that they will send the volunteer form to the theater. We plan on tracking the return of forms. Of note we had 5 people stop by the Readers Theater group on the following Monday. We have also seen an increase in volunteer applications. The goal will be to use and retain the new volunteers.

**Arts and Cultural Alliance of Sarasota Activity**

I attended the “Folder Stuffing Party” for the Arts and Cultural Alliance of Sarasota and placed 100 brochures in folders which will be distributed by the Arts and Cultural Alliance. These folders serve as a vital resource for distributing information about Sarasota's arts and cultural offerings. They are especially popular with realtors who are bringing in high end buyers from out of town, and for the business and government sector who are selling the vitality of our community

**Playbills**

Playbills were designed and created for all of our season productions and our Shorts Aloud Festival. On average, there were about 1500 programs per show. All printing of the playbills and flyers were done by The Olde Englewood Mailing Company.

**Newsletter**

Six issues of our newsletter, *Spotlight*, were created and distributed to Playhouse members and volunteers. I wrote articles as well as requesting articles from volunteers for use in each issue. The size of the newsletter has stabilized at six pages. The printing quantity of the newsletter is kept to a minimum to keep costs low. We currently print and mail about 100 copies for each issue. We

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PUBLICITY, PUBLICATIONS, AND ADS REPORT- Continued

distribute the remaining 200 by electronic mail, which reduces the cost of printing and mailing. The mailed copies are printed and distributed by The Olde Englewood Mailing Company. The link for the electronic copy is sent out to members and donors by Deb.

**Season Ticket Brochure**

The 31<sup>st</sup> Season Ticket Brochure (2017-2018) was created and distributed for the sale of the season tickets. This was mailed to those patrons on our mailing list. The brochure was also posted on our website for a larger electronic distribution. The design of the brochure was similar to the previous season's brochure. Currently working on the 2018-2019 season brochure.

**Post Season Ticket Brochure and Rack Cards**

With the completion of season ticket sales a new style four-fold brochure and rack cards were created to publicize our season shows. These two publications were created at a much reduced cost than the full season ticket brochure. The new publications allowed us to continue to advertise our season shows and provided for ticket sales without the use of the more expensive brochure. These were distributed around town.

**Graphics Design**

Clip art was created and used for the brochure. The same, or similar clip art was added to the ticketing setup function on Arts-People. The clip art will be visible to those viewing the website, purchasing tickets and printing tickets. The clip art for the 2017-2018 brochure was been created by a new volunteer. I have just completed the clip art for the 2018-2019 season.

I also designed and created our ads for the 2017-2018 season.

**Advertising Income**

For the 31<sup>st</sup> season we decided not to solicit advertisers for the playbill. The income received does not offset the cost of printing. We did have reciprocal ads with other theaters and accept ads as requested by playhouse members if room was available in the playbill.

**Advertising Expenses**

During the 2016-2017 season, with the approval of the board president, I created and placed playhouse event ads with the following printed publications: Englewood Area Performing Arts, Englewood Community Guide, Englewood United Methodist Church, Let's Eat Englewood! Bogo cards, Herald Tribune's Your Sarasota, Englewood Review's Images, Olde Englewood Village Association (online), Lemon Bay High School Volley Ball Event, Let's Go!, Englewood Review Pioneer Days, Englewood Sun Pioneer Days, Herald Tribune's Ticket+, Skyline Publications, Charlotte Harbor Visitors Guide and Englewood Chamber Visitors Guide. There were also reciprocal ads with Venice Theatre, North Port Performing Arts Association, and the Charlotte Players.

In addition to the above we placed attention-getting ads in the Englewood Review for all of our shows, showcase productions, and Annual Shorts Aloud performance. Ads were not placed for "sold out" Showcase performances.

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PUBLICITY, PUBLICATIONS, AND ADS REPORT- Continued

**Board Member Activities**

With the revision of the Play Selection Committee process board members are involved in selecting the final play list and Directors for the shows. As part of this function, I read the short list of plays selected by the 2018-2019 Play Selection Committee. From there, I participated in the final selection of plays and the Director for each show.

Volunteered and performed curtain speeches for some performances of all shows. Also greeted patrons and, when needed, assisted with the 50/50 sales and house manager activities. I was also selected and served as the chairperson for the Open House committee.

Attended the Monthly Board and Annual meetings and wrote reports required for the meetings. Collected the volunteer's annual reports and collated them into the Annual Report.

**Publicity**

Press releases were written for all season shows, auditions, Showcase Productions, Shorts Aloud Festival, Adult Acting Classes, Shakespeare Workshop and the Lemondrops Summer Theater Camp for Children. I reached out to Paul Hyatt and he has volunteered and wrote the publicity for the seven season shows and the auditions.

I am submitting playhouse events to the CRA for inclusion on the monthly OEVA event card.

The press releases were distributed to six printed publications, one online paper, three news stations, two websites, and our Facebook Page. We have also started a Constant Contact email campaign. Louise Goodwin does our Facebook Page and Deb Poling is doing the Constant Contact mailing. They are also posted on the media's web page calendar. There are approximately 45 contacts that receive the press releases by electronic mail. All press releases sent to the news media included an invitation to do a review of the show at a preview night.

Where appropriate "ad-like" information, about our performances and events, was added to the playbills and Spotlight newsletter.

In addition to the press releases, all of our events were publicized by way of flyers, our web site, brochures, playbill inserts and our Facebook and Constant Contact accounts.

Created a press release and flyers for the fundraiser that the playhouse held for Englewood Helping Hands, Inc.

**Proof Reading**

All information used in LBP publications, flyers, press releases, and ads were proofread by Deb Polling, Ric Goodwin and Bob La Salle prior to submitting to the media or for printing.

**Photography**

The photographs that are used in all of our publications are taken by a professional photographer and volunteer, John Bass of John Bass Photography. John's help is invaluable in taking pictures for all of

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PUBLICITY, PUBLICATIONS, AND ADS REPORT- Continued

the actors and shows performed during the season. Pictures included head shots, cast photos, and scene shots. These photos were extremely helpful for creating the playbills, flyers, press releases, Spotlight, and the lobby photo board. When John is not available, I take any photos that are required.

After the photos are taken for each show I upload them to a OneDrive account so that the actors and production crews may view them. They are also used for the selection of the lobby board photos by the show director.

**Set Construction**

Assisted in set tear down and construction for our season plays.

**Website Maintenance**

All current information about the activities of the Lemon Bay Playhouse is posted on our website. We had a great loss Jean Airey, webmaster for the theater, has been extraordinarily helpful in modifying and maintaining the Lemon Bay Playhouse website for the last several years. Information and photos are provided to Jean and she formats the information and updates the website with the current news and activities for our theater.

**Lobby Artists**

Doreen Barnett has been doing a fantastic job on arranging for the Lobby Artists for each play. After her selection, I have been working out details with the exhibitors as to obtaining their bio and head shot picture and the display dates for their exhibit. I have arranged for the artist to have their work available for the showcase productions or fundraiser shows when they appear before or after a show.

**Production Planning Meetings**

Attended the production meeting for all of the season shows and provided my task deadlines for publicity, playbill information and photography work.

Respectfully submitted,

Jim Sciarello  
Member at Large, Board of Trustees

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**READERS THEATER AND OUTREACH PROGRAM REPORT**

The Readers Theater annual report information is as follows:

We only had seven outreach performances during this time frame, with three clients not giving us any donation. They thoroughly enjoyed our entertainment but literally took our "there is no charge" statement even though I always say, "donations are appreciated for the theater". The four that did contribute amounted to \$225.

They included:

The New England Club (\$25)

The Indiana Club (\$50)

Northport United Community Church of Christ (\$150)

Women's Club of the Cascades - Sarasota (\$50)

I have contacted previous clients to see if we can increase our bookings for this coming fiscal season.

Respectfully submitted,

Kathy Amelia  
Chairperson, Readers Theater and Outreach Program

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**BUSINESS MANAGER REPORT**

**SEASON TICKETS**

Our season ticket volunteer, Dorothy Kleine, did an amazing job of processing all the season ticket requests. This included processing and organizing the paperwork, updating Arts People with patron information, printing the tickets, and mailing them with a thank you letter including important notes to remember. Season ticket holders for 2017-2018 Season totaled 267, a slight decrease from the previous year. Flex Subscription Passes increased to 61 from last year's total of 55.

**BOX OFFICE**

The box office continues to run smoothly and efficiently, all due to our wonderful volunteers. We are very lucky to have a team that is committed, reliable, and a joy to have around. They take the extra steps needed to ensure our patron's needs are met and always with a smile.

Many patrons use our website to order tickets; however, there are cases when it is just easier for them to call or visit our box office. We have posted a sign with the Box Office Hours after hearing some concerns from patrons stating they were there after hours but not sure when we were open.

**DATABASE**

Arts People has made updates to the ticketing system and reports available. There are several communications sent out through email which eliminates a lot of expense and time from the mass mailings. Please make sure we are aware if your email changes so that we can update the system. We are in the process of updating the volunteer data to remove volunteer names from past years and maintain current information.

**SUPPLIES**

There is a variety of supply items required for the facility and to ensure satisfied patrons who come to enjoy our performances. This includes general maintenance supplies, refreshments and drinks for performances and rehearsals, office and kitchen supplies and many other miscellaneous items. We have a contract in place for 2018 with a discounted price for wine which includes free delivery! Extra attention is always taken to ensure we keep our supply expense as low as possible.

**OTHER ACTIVITIES**

The outside marquee is updated throughout the season with the latest information and many times the SOLD OUT sign is added. This is great and always spurs phone calls and visits to verify that we really are sold out. As performances change, Barbara Manke does a great job updating the box office answering machine with her pleasant and energizing voice.

A huge THANK YOU goes out to all the wonderful volunteers!

Respectfully submitted

Deb Poling  
Business Manager

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EDUCATION REPORT

Educational activities in 2017 sponsored by Lemon Bay Playhouse included an intermediate acting class, a Shakespeare workshop, and a children's acting summer camp (the Lemondrops).

The January intermediate acting class students were required to have had a beginning acting class or permission from the instructor to attend. Fourteen students participated in the class taught by Ric Goodwin.

The Shakespeare workshop also began in January and was taught by Charlie Tyler with no requirement other than an interest in learning about Shakespeare. Sixteen Students participated in the class.

At the conclusion of the acting class and Shakespeare class the students performed selected scenes and monologues for guests and each other followed by an after-glow party.

Artistic Production Manager Ric Goodwin assumed the duties of liaison with Lemon Bay High School to accept qualified senior students for LBP's Annual Scholarship awards funded by our ongoing 50/50 raffles. In 2017 LBP gave 2 seniors each a \$3000 award toward their college tuition expenses.

LBP once again held the Lemondrops Summer Theatre Camp in July led by volunteer Cheryl Hastings. Twenty two children attended the camp that climaxed with the production of "The Day of Tranquilitous" written and directed by Cheryl Hastings. Cheryl was assisted by Lemondrop parent Dori Mann, LBP volunteer Debra Martin, and teen students Nathan Black, Matthew Black, Alexis Fryman and Brianna Dudgeon.

Respectfully submitted,

Ric Goodwin  
Artistic Production Manager

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**ATTENDANCE & EARNINGS REPORT FOR FISCAL 2017/2018**

Incl. \$100 OH/perf

| SHOWCASE                  | DATE       | SOLD          | #<br>PERF | TOT<br># | %      | GROSS     | TT FEE   | GROSS INC         | EXP              | NET               |
|---------------------------|------------|---------------|-----------|----------|--------|-----------|----------|-------------------|------------------|-------------------|
| Jimmy Mazz                | 04/15/17   | 95            | 1         | 95       | 100.0% | 1,674.00  | 61.75    | 1,612.25          | 1,004.40         | 507.85            |
| Mindy Simmons             | 11/18/17   | 91            | 1         | 95       | 95.8%  | 1,820.00  | 59.15    | 1,760.85          | 1,092.00         | 568.85            |
| Marcy Downey              | 01/06/18   | 95            | 1         | 95       | 100.0% | 1,900.00  | 61.75    | 1,838.25          | 1,093.80         | 644.45            |
| John Tuff                 | 2/23-24/18 | 190           | 2         | 190      | 100.0% | 3,760.00  | 123.50   | 3,636.50          | 2,256.00         | 1,180.50          |
| Shorts Aloud              | 2/17-18/18 | 228           | 3         | 285      | 80.0%  | 2,768.00  | 145.50   | 2,622.50          | 699.00           | 1,623.50          |
| <b>TOTAL SHOWCASE</b>     |            |               |           |          |        |           |          | <b>11,470.35</b>  | <b>6,145.20</b>  | <b>4,525.15</b>   |
| <b>PLAY</b>               |            |               |           |          |        |           |          |                   |                  |                   |
| Tuesdays with Morrie      | 03/08/17   | 1,760         | 20        | 1900     | 92.6%  | 30,001.46 | 1,150.90 | 28,850.56         | 5,185.46         | 21,665.10         |
| I Ought to be in Pictures | 04/26/17   | 1,307         | 15        | 1425     | 91.7%  | 21,720.53 | 852.05   | 20,868.48         | 5,977.53         | 13,390.95         |
| Senior Follies            | 06/07/17   | 1,241         | 15        | 1425     | 87.1%  | 20,403.62 | 814.60   | 19,589.02         | 3,907.42         | 14,181.60         |
| Annoyance                 | 09/06/17   | 852           | 12        | 1140     | 74.7%  | 13,705.49 | 553.80   | 13,151.69         | 3,598.97         | 8,352.72          |
| Later Life                | 09/18/17   | 1,168         | 15        | 1425     | 82.0%  | 21,298.67 | 761.55   | 20,537.12         | 3,974.09         | 15,063.03         |
| Over the River....        | 11/29/17   | 1,381         | 15        | 1425     | 96.9%  | 25,297.16 | 904.15   | 24,793.01         | 5,028.36         | 18,264.65         |
| Crimes of the Heart       | 01/17/18   | 1,895         | 20        | 1900     | 99.7%  | 35,846.61 | 1,243.00 | 34,603.61         | 4,639.71         | 27,963.90         |
| <b>TOTAL PLAY</b>         |            |               |           |          |        |           |          | <b>162,393.49</b> | <b>32,311.54</b> | <b>118,881.95</b> |
| <b>TOTAL</b>              |            | <b>10,303</b> |           |          |        |           |          | <b>173,863.84</b> | <b>38,456.74</b> | <b>123,407.10</b> |

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**Lemon Bay Playhouse**  
**Balance Sheet**  
**Fiscal Year**  
**March 1, 2017 to February 28, 2018**

**ASSETS**

|                          |                     |  |
|--------------------------|---------------------|--|
| Current Assets:          |                     |  |
| Cash & Cash Equivalents  | 48,059.52           |  |
| Savings Accts.           |                     |  |
| Scholarship              | 40,410.25           |  |
| BP Fund                  | 42,771.56           |  |
| Savings                  | 49,376.49           |  |
| Investments              | 322,469.79          |  |
| Endowment Fund           | 48,330.92           |  |
| Accounts Receivable      |                     |  |
| Deposits                 | 100.00              |  |
| Total Current Assets     | 551,518.53          |  |
| Fixed Assets:            |                     |  |
| Furniture & Equipment    | 64,694.76           |  |
| Land & Buildings         | 563,229.89          |  |
| Accumulated Depreciation | -97,930.49          |  |
| Total Fixed Assets       | 529,994.16          |  |
| Other Assets             |                     |  |
| Prepaid Insurance        | 7,450.92            |  |
| <b>Total Assets</b>      | <b>1,088,963.61</b> |  |

**Balance Sheet – Continued on next page**

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**Balance Sheet – Continued from previous page**

**LIABILITIES AND EQUITY**

|                                       |              |
|---------------------------------------|--------------|
| Current Liabilities                   |              |
| Accounts Payable                      | 4,200.00     |
| Unearned Ticket Sales                 | 28,134.00    |
| Gift Certificates                     | 752.00       |
| Credit Cards                          | 1,558.04     |
| Outside Prod. Payable                 | _____        |
| Total Current Liabilities             | 34,644.04    |
| Equity                                |              |
| Retained Earnings                     | 974,907.81   |
| Temporarily Restricted                | 40,410.25    |
| Net Income                            | 39,001.51    |
| <b>Total Equity</b>                   | _____        |
| <b>Total Liabilities &amp; Equity</b> | _____        |
|                                       | 1,088,963.61 |

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**Lemon Bay Playhouse  
Statement of Functional  
Income and Expenses  
For the Fiscal Year  
March 1, 2017 To February 28, 2018**

| <b>Income:</b>       | Restricted              | Unrestricted | Total            | % Bud  |
|----------------------|-------------------------|--------------|------------------|--------|
| Ticket Sales         |                         |              | 186,371.50       | 103.0% |
| Advertising          |                         |              | 0.00             |        |
| Donations            | 9,737.00                | 21,119.70    | 30,856.70        | 48.2%  |
| Education            |                         |              | 3,721.00         | 87.6%  |
| Misc.                | Marketing               |              | 216.00           |        |
| Other Income         | Investments & discounts |              | 424.54           |        |
| Ref & Allow          |                         |              |                  |        |
| Total Income:        |                         |              | 221,589.74       | 88.7%  |
| <br><b>Expenses:</b> |                         |              |                  |        |
| General              |                         |              |                  |        |
| Payroll              |                         |              | 23,429.30        | 99.4%  |
| Administrative       |                         |              | 45,904.46        | 98.0%  |
| Occupancy            |                         |              | 43,629.52        | 54.5%  |
| Education            |                         |              | 7,732.80         | 101.1% |
| Theater              |                         |              | 61,692.15        | 85.1%  |
| Other Expenses       | Community support       |              | 200.00           |        |
| Total Expenses       |                         |              | 182,588.23       | 79.1%  |
| <u>Net Gain/Loss</u> |                         |              | <u>39,001.51</u> | 208.8% |

**2018 Annual Report**  
**March 1, 2017 – February 28, 2018**



# **LEMON BAY PLAYHOUSE**

96 W. Dearborn St., Englewood, FL 34223  
941-475-6756 [www.lemonbayplayhouse.com](http://www.lemonbayplayhouse.com)

**Our Mission Statement:** *It is the mission of Lemon Bay Playhouse to enrich Englewood and the surrounding communities through theatrical productions, volunteer opportunities, education and training in the performing arts, and to provide a venue for other cultural activities.*

**Our Vision Statement:** *The Lemon Bay Playhouse will become the recognized community destination for arts activities serving as a learning space to harness local talent and extend community cultural awareness through the performing arts.*

## **STRATEGIC PLAN** **MARCH 2017 THROUGH FEBRUARY 2022**

In order for us to continue to grow as we have, we need some direction for our efforts and activities. Just to continue to put on plays isn't enough. We need to plan for the future with specific goals and a timeframe to achieve them. To this end, this plan has been produced.

### **SWOT Analysis:**

**Strengths:** We are the only live theater in the immediate Englewood area and have earned a good reputation over the years. We have improved the quality of our productions over the past several years and must strive to continue that trend. We have a unified board who are working toward improving our playhouse and we have increased our volunteer base as well. We have made many improvements to our facility; new sound system, new curtain, new tech booth, hearing aid loop system, and new roof.

**Weaknesses:** Still, we are aging continually. The theater and grounds are in need of improvements and refinements so that we can present a positive face to our patrons and the community at large. We are improving our talent pool, but still need to find new ways to attract younger people.

**Opportunities:** Dearborn Street is beginning to expand again after a long period of recession. The new restaurants and businesses are a sign of the improvements coming. Also, home sales and new home starts have picked up dramatically. This can mean more business and people coming to Dearborn St.

**Threats:** The demographics for Englewood show some improvement over the past years. Of a total population of 32,200, 98% is Caucasian. 55% has a high school education or less while 45% have college degrees. The median age of the population is 62 and the average household income is \$53,600 while the average household total expenditure is \$45,600. This is the makeup of the population we have to market to.

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STRATEGIC PLAN – Continued

With the above information in mind, here are the items that we must accomplish in the five year period commencing on March 1, 2017.

**Theater Building, grounds and contents:**

**Theater seating:** The theater seats were old when we got them from Venice Theater back in the 90's. Their springs are worn and uncomfortable. In addition, the seat pivots are worn out resulting in seats that won't rise and some that fall apart. They need to be replaced. Estimated cost \$15,000.00.

**Parking Lot:** Our parking lot is in great need of repair and needs to be resurfaced as well as parts of the lot at the annex. This should be done in 2017. Estimated cost is \$16,000.00

**Marquee:** We need to upgrade our marquee to a new and modern look. We propose to replace it with an LED animated, double sided sign as many of the businesses in Englewood have done over the past several years. Estimated cost: \$18,000.00

**Building:** The building will need a new coat of paint and repair work during this period as well as improvements to our lobby. Estimated cost: \$10,000.00

**New Theater:**

We must start now making definite plans for our new theater. To achieve this goal, we will have to find a piece of land large enough to accommodate what we want. We will also need to find and engage an architect to design our building. We can then start a capital campaign to raise the money. Some of the milestones we will have to meet are:

- Make a specific decision on the theater we want to have.
- Find an architect and get a design that we approve, then produce a drawing that can be used for fundraising.
- Begin a capital campaign to raise the needed funds. Estimated cost: \$2,000.00
- Estimated architects fees: \$20,000.
- Estimated cost of land: \$150,000.00

**Education:**

Our Mission Statement says that we will provide "education and training in the performing arts." To this end we will continue to present, each year, over the next five years a series of education programs. These will be:

- Children's summer programs.
- Adult theater learning classes during the season.

These should be funded from the tuition charged plus some money from the scholarship fund as well as some grant money if necessary. Estimated cost will be \$5000.00 over the five year period.

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STRATEGIC PLAN – Continued

**Fundraising and Finances:**

This is the critical part of our plan. In addition to the special items above, we have to keep the theater in the black. Because of the demographics of the Englewood area, we must keep our ticket prices where they are. Therefore, we cannot depend on single ticket sales alone. Here are some of the things that we will have to do during the next five years to keep us afloat:

- Improve Season ticket sales to at least 700
- Increase Flex Pass sales to at least 200
- Raise ticket prices no more than \$2.00
- Get at least 2 local business sponsors per year
- Go after every grant there is available to us
- Hold special events each year to raise funds for our operation and special projects.
- Through this period, maintain a positive income.

We must strive during the next five years to accomplish these tasks. With the dedication of our Board of Trustees and the willing participation of our many volunteers, we can make it happen.

***This plan adopted by the Board of Trustees on January 23, 2017***

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## Next Season's Schedule of Performances



Lemon Bay Playhouse  
96 West Dearborn Street  
Englewood, FL 34223  
941-475-6756

# 2018 - 2019 Productions Our 32nd Season More Than Just Plays

[www.lemonbayplayhouse.com](http://www.lemonbayplayhouse.com)

### 2018—2019 Season Lineup Announced



*Last of the Red Hot Lovers*, Comedy  
by Neil Simon, Directed by Gary Seddon  
September 5 – September 23, 2018

*Deathtrap*, Mystery/Thriller  
by Ira Levin, Directed by Peter Ivanov  
October 17 – November 4, 2018

*Dear Santa*, Comedy  
by Norm Foster, Directed by Bob La Salle  
November 28 – December 16, 2018

*Men Are Dogs*, Comedy  
by Joe Simonelli, Directed by Ric Goodwin  
January 16 – February 10, 2019

*Looking*, Comedy  
by Norm Foster, Directed by Jenni Elliott  
March 6 – March 31, 2019

*Old Love*, Comedy  
by Norm Foster, Directed by Jack Rabito  
April 24 – May 12, 2019

*'Till Beth Do Us Part*, Comedy  
by Jessie Jones, Nicholas Hope, and Jamie Wooton  
Directed by Ron Bupp  
June 5 – June 23, 2019



### 2019 Readers Theater

#### 10th Annual Shorts Aloud Festival

Saturday, February 16, 2019 at 7:30 pm

Sunday, February 17, 2019 at 2:00 pm

### 2018—2019 Showcase Productions

#### Palsley Craze

"Flower Power! The Music That Changed The World "  
Saturday, November 17, 2018 7:30 pm

#### Chuck Gillespie

"Tribute to Andy Williams"  
Saturday, January 5, 2019; 7:30 pm

#### Cynthia Sayer

"Hot Jazz Quartet"  
Saturday, February 23, 2019; 7:30 pm

#### John Tuff and Friends

"Celebrating The Legends Of Country Music"  
Saturday, April 13, 2019; 7:30 pm