

2019 Annual Report

March 1, 2018 – February 28, 2019

LEMON BAY PLAYHOUSE



**96 W Dearborn St.
Englewood, FL 34223
(941) 475-6756
www.lemonbayplayhouse.com**

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2019 Annual Report
March 1, 2018 – February 28, 2019

OUR BOARD

President/Treasurer – Bob La Salle

Vice President – Jim Manns

Secretary – Ron Bupp

Members at Large – Ralph Barnes, Nicolette Mason, Jim Sciarello, 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

Website: www.lemonbayplayhouse.com

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MESSAGE FROM THE PRESIDENT

This has been another banner year at LBP. First, we had great audiences for all the plays during the fiscal year, a total of 10,305 for the Showcases and the seven plays (see the Attendance Earnings Report). Second, we had a tremendous number of volunteers (125) working 15,122 hours.

I am Vice President of the board of the Olde Englewood Village Assn. OEVA plans the many activities that take place on Dearborn Street: 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 Street, we increase our patronage as well. I will continue to work with them to promote Dearborn Street and Englewood to the community at large.

We have embarked on opening a new theatre here on Dearborn Street. The site we are looking at is located just one block west of our present location and on the other side of the street. We have hired a consultant, Betsy Steiner, through the Gulf Coast Community Foundation, to help us plan a Capital Campaign to raise the necessary funds. Through Betsy we have hired a financial consultant, Carlos de Quesada of Vera Cruz Advisory, LLC, to determine all of the financial aspects of the project. In addition, I have contacted an architect, Andrea Clark Brown Associates, to plan the new theatre and changes to the new building. Andrea comes with great references; she was the architect who planned the Naples Players Theatre in Naples.

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 *The Spotlight*; I also proof read each issue of the *Spotlight* as well as playbills for every production and publicity releases.
I composed the curtain Speech for all the productions and coordinated speakers.
I arranged contracts for all our directors and 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 wrote a job description for a set builder/designer, advertised it, and secured a new person for the position.
I wrote a detailed description for my Artistic Production Manager job and posted it in the community and on social media. I also posted the Publicity Manager job and job description.
I continued to recruit and find actors for our productions through my contacts at the local theatres, college, and high school.

Meetings

I have attended a greater majority 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 Readers Theatre Shorts Aloud.
I attended committee meetings for the Open House.
I attended Lemon Bay High School's Scholarship Council meetings and presented scholarships to three students at the Scholarship Award assembly.

Open House

I worked at helping set up the Open House and attended the Open House.

Productions

I met with each new Director to discuss production and provide Director's packets.
I made the master copy and copied sides in preparation for auditions.
I posted sides and audition material on social media. I sent postcards to actors in our files and database. I converted our paper audition postcards to e-cards for the business manager to send as a blast to all the actors to save postage, paper, and time.
I secured a Stage Manager for all productions.
I attended and coordinated all the auditions.
I arranged the production meetings with department chairs to discuss the set build and other production needs and pulled furniture for production rehearsals.
As requested, I assisted the stage manager with calling actors who were not cast.
I recruited actors when needed to complete casts.
I attended several rehearsals for productions (those I did not direct).

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ARTISTIC PRODUCTION MANAGER REPORT – Continued

I distributed show posters in the community.

I stayed in contact with director and stage manager during rehearsal period.

I requisitioned the director's stipend and I requisitioned stipends for stage managers and mileage for actors.

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 worked with State College of Florida (SCF) Professor Nicolette Mason to coordinate a shortened performance of *FREUD'S LAST SESSION* on Valentine's Day, 2018. It was well attended and we were asked to return with another production next year. I arranged for Jack Rabito to direct Ron Bupp and another actor for February 2019 in a cutting of *VISITING MR. GREEN*.

Next Season

I organized responses from qualified potential directors for 2019-20 season and created tally sheets 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 2019/20 season's directors and followed up with signatures.

I have been actively seeking young actors; I also encourage actors from other theatres to check LBP's season and audition.

I will continue to work on recruiting additional stage managers and other volunteers.

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

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

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

I will mentor and orient the new Artistic Production Manager into the position.

I will stay on the committee to secure a new space/theatre for the Playhouse.

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 2018 membership included: Murray Hudson, Bob La Salle, Ric Goodwin, Gloria Bandy, Marion Barnes, Ralph Barnes, Jim Parise, and Chairperson Louise Goodwin.

The Committee met in person in May and again in September. The meetings were a collaborative effort by the eight members to suggest plays that could be performed in our acting space that would be appreciated by our patrons. A total of 35 plays were suggested at the initial May meeting and it was decided that 19 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 Trustees to read. The Board voted at the October Board meeting and approved seven plays and two alternate plays for our upcoming season.

Plans for our 2019 Play Selection Committee include recruiting one new member and integrating the new Artistic Production Manager (APM) into the group. Ric Goodwin is stepping down as APM beginning July 1, 2019 and his replacement will not be ready to take on all his duties before that. Therefore, Ric will stay on the Committee this summer to allow for a smoother transition.

Respectfully submitted,

Louise Goodwin
Play Selection Committee Chair

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COSTUME COMMITTEE REPORT

All the costumers, Carol Ashton, Kathy Hudson, Jean Monroe, Dianne Mason and I, agree this has been a great year. When given extra space, Kathy and Murray Hudson and Donna Hadley jumped into action to paint walls and clean carpets. The added space allowed us to divide the men and women's wardrobe making sorting through articles of clothing so much easier. We have been able to size many of our suits, dresses, sport coats etc., so we can quickly find that which is needed. Shoe racks allows us to label shoe sizes.

Having the play choices requiring contemporary costumes has also contributed to the ease of finding that which has been needed.

The best part of working with my team is when one member is out, for whatever reason, the others pick up the slack and graciously get the job done!

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 for the 2016-2017 season. It continues to be a great investment. It is easier to maintain and to add new events when needed. The site is more user friendly and attractive to view by the people visiting it.

The traffic on the website is growing. We continue to have an increase of visitors each year. There was a 22% increase in traffic for the second season and a 29% increase for the third season, when it was extrapolated for the full year. Those results equated to a 56% increase over the whole period since the website inception. The top five cities that visited the website over the three seasons are (in order of visitors) Englewood, Rotunda West, North Port, Venice and Tampa. These statistics were collected using Google Analytics.

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 requested articles from volunteers for use in each issue. The size of the newsletter has stabilized at six pages. By sending members a link to the newsletter on the website, 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 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 32nd Season Ticket Brochure (2018-2019) 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. Last month the 2019-2020 season brochure was completed and mailed to our patrons. Season renewals are being sent to the box office.

Post Season Ticket Brochure and Rack Cards

With the completion of season ticket sales, the 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.

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PUBLICITY, PUBLICATIONS, AND ADS REPORT - Continued

Graphics Design

Clip art was created and used for the brochure. By reading the script, information about the show was obtained and ideas for the clipart evolved. 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. I have completed the clip art for the 2019-2020 season. It will be used on the website and in the Season Brochure.

All graphics for media ads and event calendars were also created and used with the creation and submission.

Advertising Expenses

During the 2017-2018 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 Volleyball 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 publications 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.

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 2019-2020 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 volunteers' annual reports and collated them into the Annual Report.

Publicity

Press releases were written for all season shows, auditions, Showcase Productions, Shorts Aloud Festival, production meeting for most shows, and the Lemondrops Summer Theater Camp for Children. I reached out to Paul Hyatt and he volunteered and wrote the publicity for the seven season shows and the auditions.

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PUBLICITY, PUBLICATIONS, AND ADS REPORT – Continued

Special mention goes to Chris Kourapis, an independent editor and writer, who interviews the actors and the director of our shows and writes an article about the show. She then submits it to the *Sun-Herald* newspaper and it is published in the *Let's Go!* supplement of that paper.

I am submitting Playhouse events to many editors and several event calendars. They are also sent to the CRA office for inclusion on the monthly OEVA event card and to the OEVA webmaster for inclusion in their calendar of events.

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 maintains our Facebook Page and Deb Poling is performing 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 two fundraisers that the Playhouse held for Englewood Helping Hands, Inc. and New Paradigm.

Proof Reading

All information used in LBP publications, flyers, press releases, and ads were proofread in detail by Debbie Park our newest volunteer who does my proof reading. The information is also sent to Ric Goodwin, Bob La Salle and Deb Poling 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 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.

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.

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PUBLICITY, PUBLICATIONS, AND ADS REPORT – Continued

Cast Party Attendance

In order to thank our volunteers, and as part of a board member activity, I attended the cast parties and provided an appetizer for the cast, director, stage manager and production crew in attendance.

Website Maintenance

All current information about the activities of the Lemon Bay Playhouse is posted on our website. Information for events for each new season is sent to the Web Tailors, LLC for updating and refreshing the website for the next season. I create the graphics and provide the text and other show details for the new season. After the season starts, and for the remainder of the year, I make all the changes. This includes the addition of new events (e.g. fundraisers, season ticket sales, special events, etc.)

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 biographies and head shot pictures and the display dates for their exhibit. I have arranged for the artists 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 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 year 2018 had mixed results in relation to the Readers Theater Program at Lemon Bay Playhouse. Our monthly sessions the first Monday of the month at the Playhouse have shown an increase in attendance and participation. I am happy to report that many of our “readers” have gone on to roles on the main stage full length productions at Lemon Bay Playhouse and other community theatres, proving that RT can help with stage presence, character development and other acting tools.

With sadness our Tenth Shorts Aloud Festival was our last such main stage event, but I must report that with our two performances, we continued to sell out with very positive feedback from audience members, many who attended our theatre for the first time. Our “Best of” festival was bittersweet, but you never know when “The Return of Shorts Aloud” will appear on the Lemon Bay Playhouse stage again.

The only area where the numbers continue low is in outreach performances. However low, we have increased slightly from 2017. The year 2018 had ten (six in 2017) performances with a revenue of \$360 (\$260 in 2017). With the coming year, we have already had four performances and hopefully, this number will increase along with revenue.

With the shelving of Shorts Aloud, more time will be put into updating our client list and pursuing new outlets for our Readers Theater. A preliminary mailing of 25 letters and 18 emails to past clients have resulted in finding three of our long-time clients have disbanded. Leaders have changed and past leaders have relayed to me their determination to contact the new coordinator for their organization. Hopefully we can get these organizations back onto our active list for 2019 – 2020.

When I first took over Readers Theater in 2009, our outreach income was \$175. During the years, I have reached out to new contacts, as well as having our RT monthly participants getting the word out to people they knew who might enjoy this unique form of theater. As a result, the years that followed increased revenue. I sent many letters to past clients and new leads to get the word out that outreach was an exciting new form of entertainment for their club, organization, and senior facility. That produced a client base that resulted in yearly revenue of:

2010 - \$815; 2011- \$799; 2012 - \$1,209; 2013 - \$1,105; 2014 - \$1,665; 2015 - \$986; 2016 - \$315;
2017 - \$260; 2018 - \$360

As you can see this is a disturbing reduction of not only donations to the Playhouse, but more importantly, outside contact with community groups that introduces them to the Playhouse and its season productions. Our outreach performances have brought new people to our facility in the form of new participants of Readers Theater, ticket holders and our vital volunteer base.

As 2019 is beginning to challenge this decline, my goal will be to focus on a major mailing to our client base before the migration back north so our 2019 season will ignite this area of Readers Theater. I want to thank the Board and all who continue to support Readers Theater and our endeavors.

Respectfully submitted,

Kathy Amelia
Chairperson, Readers Theater and Outreach Program

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BUSINESS MANAGER REPORT

SEASON TICKETS

Season subscriptions and flex passes were processed for the season. The Arts People database system was used to efficiently process the renewal of current subscribers keeping their same seats and day and then new subscriptions were completed. Season ticket holders for 2018-2019 Season totaled 261, down six from the previous year. Flex Subscription Passes are gaining popularity as patrons more clearly understand how they work and are great if not here year-round. Flex passes increased to 95 from last year's total of 61.

BOX OFFICE

The box office is managed by 10 wonderful and dependable volunteers. Each one has been supporting the Playhouse for several years and helped evolve the ticketing process with suggestions. I hope our patrons appreciate them as much as I do.

The ticket printer used in the box office is starting to show its age with several occasions of breaking down. The playhouse purchased it back in 2008 and it is time to get a new one that will be dependable. The plan is to have it in place and ready for the next season.

SUPPLIES

Supplies have been purchased regularly to help keep the Playhouse running smoothly. There is a variety of supply items required for the facility and to ensure satisfied patrons. Between general maintenance, refreshments and drinks, office and kitchen supplies and other miscellaneous items keeping everything stocked can be a challenge. On-line ordering and delivery from Sam's Club and Amazon have been a time saver and always very dependable.

OTHER ACTIVITIES

Information sharing and communication with committee leaders continues. Many people use our website to submit a volunteer application and these are copied and passed on appropriately.

I receive many offers for donated items, either clothing or miscellaneous items. As we are limited on space, the committee leads are contacted and details shared to confirm our need. All donations are appreciated; unfortunately, we must be selective due to space constraints.

The outdoor marquee is kept up to date displaying current performances, and the answering machine message is changed regularly, as performances and auditions progress through the season.

Respectfully submitted,

Deb Poling
Business Manager

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EDUCATION REPORT

Educational activities in 2018 sponsored by Lemon Bay Playhouse included a beginning acting class, and a children's summer theatre camp (the Lemondrops).

Ric Goodwin conducted an 8-week beginning acting class with 14 adult students. At the conclusion of the acting class the students performed selected scenes and monologues for guests. After completing the class, two of the students returned to LBP to volunteer, helping with backstage duties for several shows.

Lemon Bay Playhouse once again held the 2018 Lemondrops Summer Theatre Camp for children in July led by volunteer Cheryl Hastings. 21 children attended the camp that climaxed with the production of "Land of Arbour" written and directed by Cheryl Hastings. Cheryl was assisted by volunteers Marilyn Barton, Matt Black, Nathan Black, and Laura Butler.

Artistic Production Manager Ric Goodwin continued with the duties of liaison with Lemon Bay High School to accept qualified senior students for Lemon Bay Playhouse's Annual Scholarship awards funded by our ongoing 50/50 raffles. In 2018, Lemon Bay Playhouse gave three seniors each a \$3,000 award toward their college tuition expenses.

Respectfully submitted,

Ric Goodwin
Artistic Production Manager

**2019 Annual Report
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ATTENDANCE & EARNINGS REPORT FOR FISCAL 2018/19

Incl. \$100
OH/perf

SHOWCASE	DATE	SOLD	#		%	GROSS	TT FEE	GROSS INC	EXP	NET
			PERF	TOT #						
Tom & Sandy Doyle	04/14/18	93	1	95	98%	1,860.00	60.45	1,799.55	1,080.00	619.55
Paisley Craze	11/17/18	95	1	95	100%	1,980.00	65.65	1,914.35	1,148.61	665.74
Chuck Gillespie	01/05/19	95	1	95	100%	1,940.00	63.05	1,876.95	1,126.17	650.78
Shorts Aloud	2/16 - 2/17/19	189	2	190	99%	1,512.00	122.85	1,389.15	227.41	961.74
Cynthia Sayer	02/23/19	95	1	95	100%	1,920.00	62.40	1,857.60	1,114.56	643.04
TOTAL SHOWCASE								8,837.60	4,696.75	3,540.85
PLAY										
Flemming	3/7 - 4/1/18	1,840	20	1900	96.8%	34,934.16	1,206.75	33,727.41	3,215.88	28,511.53
The Tin Woman	4/25 - 5/13/18	1,066	15	1425	74.8%	19,422.67	697.85	18,724.82	4,232.66	12,992.16
Sylvia	6/6 - 6/24/18	1,209	15	1425	84.8%	21,980.03	784.55	21,195.48	4,109.20	15,586.28
Last O/T Red Hot Lovers	9/5 - 9/23/18	1,184	15	1425	83%	22,014.56	777.40	21,237.16	4,482.66	13,845.18
Deathtrap	10/17 - 11/4/18	1,356	15	1425	95%	25,207.50	891.80	24,315.70	5,891.98	18,933.49
Dear Santa	11/28 - 12/16/18	1,187	15	1425	83%	21,414.03	781.30	20,632.73	3,882.21	15,250.52
Men are Dogs	1/16 - 2/10/19	1,896	20	1900	100%	35,936.47	1,255.15	34,681.32	5,124.73	27,556.59
TOTAL PLAY								174,514.62	30,939.32	132,675.75
TOTAL		10,305						183,352.22	35,636.07	136,216.60

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Lemon Bay Playhouse
Balance Sheet
Fiscal Year
March 1, 2018 to February 28, 2019

ASSETS

Current Assets:

Cash & Cash Equivalents	98,183.32
Savings Accts.	
Scholarship BP Fund	39,644.25
Savings	34,645.56
Investments	49,543.94
Endowment Fund	320,878.84
Accounts Receivable	50,830.92
Deposits	100.00

Total Current Assets	593,826.83
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Fixed Assets:

Furniture & Equipment	76,495.42
Land & Buildings	559,438.89
Accumulated Depreciation	-97,930.49

Total Fixed Assets	538,003.82
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Other Assets

Prepaid Insurance	7,450.92
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Total Assets	1,139,281.57
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Balance Sheet – Continued on next page

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Balance Sheet – Continued from previous page

LIABILITIES AND EQUITY

Current Liabilities	
Accounts Payable	7,636.00
Unearned Ticket Sales	28,134.00
Gift Certificates	1,312.00
Credit Cards	1,528.30
Outside Prod. Payable	-238.50
Total Current Liabilities	38,371.80
Equity	
Retained Earnings	1,012,929.50
Temporarily Restricted	40,410.25
Net Income	47,570.02
Total Equity	1,100,909.77
Total Liabilities & Equity	1,139,281.57

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Lemon Bay Playhouse
Statement of Functional
Income and Expenses
For the Fiscal Year
March 1, 2018 To February 28, 2019

Income:	Restricted	Unrestricted	Total	% Bud
Ticket Sales			198,731.00	104.6%
Donations	9,843.00	40,086.42	49,929.42	116.1%
Education			2,850.00	89.1%
Misc.	BP Oil Claim		1,759.57	
Other Income	Interest, discounts & investments		834.49	
Ref & Allow			158.00	
Total Income:			254,262.48	107.3%
Expenses:				
General				
Payroll			28,637.98	115.1%
Administrative			48,430.83	88.9%
Occupancy			52,885.20	97.4%
Education			9,862.09	106.0%
Theatre			66,676.36	89.9%
Other Expenses	LBH donation		200.00	
Total			206,692.46	95.1%
Expenses			206,692.46	95.1%
Net Gain/Loss			47,570.02	250.0%

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LEMON BAY PLAYHOUSE

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941-475-6756 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

2019 - 2020 Productions Our 33rd Season More Than Just Plays

www.lemonbayplayhouse.com

Lemon Bay Playhouse 2019–2020 Season Lineup



The Ladies Foursome
September 4 - September 22, 2019
A Comedy by Norm Foster
Directed by Ron Bupp



Lying in State
October 16 - November 3, 2019
A Comedy by David C. Hyer
Directed by Ric Goodwin

It's A Wonderful Life
November 27 - December 15, 2019
A Dramedy by Joe Landry
Directed by Jack Rabito

Bus Stop
January 15 - February 9, 2020
A Comedy by William Inge
Directed by Renee Statham

Lend Me A Tenor
March 4 - March 29, 2020
A Comedy by Ken Ludwig
Directed by Tom Erb

The Prisoner of Second Avenue
April 22 - May 10, 2020
A Comedy by Neil Simon,
Directed by Gary Seddon

Vanya and Sonia and Masha and Spike
June 3 - June 21, 2020
A Comedy by Christopher Durang
Directed by Will Horton

2019–2020 Showcase Productions

Chuck Gillespie
"The Tuxedo Men!"
Saturday, November 16, 2019; 7:30 pm

Paisley Craze
"Flower Power! The Music That Changed The World"
Saturday, January 4, 2020; 7:30 pm

Marcy Downey
"Legends of Laughter and Song"
Saturday, February 22, 2020; 7:30 pm

Alana Opie
"Patsy Cline Live"
Saturday, April 4, 2020; 7:30 pm