

**Report of Chair of Board of King's Theatre Society
to the 2017 Annual General Meeting
27 March 2018
John Bottomley**

1. 2017 was a year of change and development.

2. Thanks

- a. Community members act as patrons, donors, sponsors, volunteers and, of course, as members of the Board and its committees. Without this help the Theatre would be in a much less sound position than it currently finds itself.
- b. Our staff deserve great credit for the manner in which they embraced the many changes in both personnel and approaches that characterized the year. It could not have been easy.
- c. Our volunteers continue to provide vital service. Peter Mansour deserves special mention for the countless hours he dedicated to developing and maintaining King's FaceBook presence. I note later the vital role played by Facebook in helping us move towards the achievement of our strategic goals.

3. New staff

- a. A New GM. Janet Larkman was appointed as the new General Manager in March. She had been acting in the position since December 2016. It is true to say that she has already put her stamp on the operations of the theatre.
- b. There have been significant changes in staffing that posed both challenges and opportunities. Rather than replace each with a single person we have developed a team of individuals to fill the roles of house manager, sound and light technician, projectionist, and box-office manager. At least two individuals are now trained to fill each of these roles.

4. Increased attendance

- a. In 2017 the Theatre was open for 145 events, an average of 2.78 events per week. An increase of over 32% over 2016
- b. Nearly 16,000 people attended events at the Theatre: up 77% over 2016 and 46% up over the average for the previous five years.
- c. Average attendance at all events in 2017 was approximately 109 compared to the 81 in 2016.

5. Increased revenues

- a. . Total revenue for 2017 is \$374,550. (NOTE : This will change once we get audited figures) This is an increase of all but 50% over 2016 and an increase of over 40% for the average for the previous five years.

- b. Operating revenues increased to \$253,358: up 62%. . (NOTE : This will change once we get audited figures)
- c. Despite this significant increase in revenue generated by ticket sales the theatre is still dependent on fundraising, sponsorships and grants if it is to continue offering a wide variety of top class shows at affordable prices. If we are to present shows that attract niche audiences, classical music and dance for example, we cannot rely on ticket sales alone.

6. Fundraising, memberships and sponsorships

- a. Despite serious challenges the Tournament of King's was a great success raising a gross revenue of \$20,000. (NOTE : This may change once we get audited figures)
- b. Memberships have increased by 153%.
- c. We continue to be supported by three levels of government.
- d. The Theatre enjoyed a greater level of corporate sponsorship than ever before. A major sponsor has been Annapolis Home Hardware. We look forward to further support in 2018.

7. Community partners

- a. Fundraising and sponsorships are important for King's but so is the ongoing support of our long-time community partners. These include the Annapolis District Drama Group, King's Shorts, The King's Theatre Foundation, Young Company Productions, and The King's Film Society. Members of these groups spend countless hours supporting the work of the theatre.

8. Increased community involvement

- a. The 2016 Strategic Plan called for King's to consciously work with local communities which have not historically been closely involved with the Theatre.
 - i. A conscious effort was made to diversify our audience and better represent the community in which we serve. We saw many new faces at the theatre, including greater numbers of individuals from the local African Nova Scotian and Mi'kmaq communities than ever before, as both patrons and presenters.
 - ii. 350 students from Annapolis West Education Centre, plus an additional 50 teachers and community members, attended a special live theatre event sponsored by AIRO and Bill and Nancy Smith.
 - iii. The Reel Art Film Series presented jointly with ARCAC was held for a third year. We also partnered with ARCAC to host the work of visiting artist Jennifer Angus throughout the summer months.

- iv. The Peggy Armstrong tribute organized in partnership with the ADDG was a sellout.
- v. The *Rose Fortune* telecast presented in cooperation with the Historical Association of Annapolis Royal was well received.
- vi. Members of the Board working with the ADDG organized participatory drama activities at the Searidge Foundation.
- vii. Two free-will-offering benefits for the Food Bank raised over \$7000 and many donated food items.
- viii. The Theatre hosted special events in partnership with Satso Gallery & the 'Storm WarningS' Climate Change conference, the Nova Scotia Architects Association, Nova Scotia Mental Health, the Annapolis Lion's Club, the Annapolis Hospital Auxiliary, and the Annapolis Royal Board of Trade.
- ix. We partnered with the Town of Annapolis Royal in supporting Natal Day and a variety of other events.

9. Building and equipment upgrades

- a. The building has ceiling insulation for the first time. This has had beneficial results both in terms of patron comfort and size of our utility bills.
- b. A major improvement was the renovation of the concession and its dedication as *Velma's*. Support from the King's Theatre Foundation was vital in the successful completion of this project.

10. 2017 was a very successful year

- a. Attendance was up.
- b. Revenues were up.
- c. Community involvement was increased
- d. We ended in the black. (NOTE : This may change once we get audited figures)