

THEATRE
MUSIC
ART

NEW VILLAGE ARTS



Annual Report
Season Seventeen
2017 - 2018



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OUR MISSION

New Village Arts creates adventurous artistic experiences to awaken the human spirit.

WE PROVIDE

- A collaborative and inspiring home for performing and visual artists;*
- A forum for laughter, discussion, and deeper thinking within our community;*
- A training ground for future generations of art-makers and art-lovers.*

WE VALUE

An inclusive community, unique voices, innovative thinkers, and art that reflects a wide range of identities, histories, ideas, and beliefs.



To accomplish our mission, New Village Arts produces full seasons of mainstage productions, and has done so for the past 18 years in the City of Carlsbad with award-winning actors, designers and directors. To date, New Village has received over 30 Critics Circle Awards honoring the work done on NVA's mainstage and regularly receives "Critic's Choice" designations from leading reviewers. Surrounding these productions, NVA hosts talkback discussions and other supplementary events designed to create conversation and cultivate community.

NVA also maintains The Foundry Artist Studios, a collaborative studio space for local visual artists, and we offer robust theatre programs in partnership with local schools. Two years ago, NVA launched Monday Night Live!, a theatre program for young adults with special needs, and is now running Mindful Theatre, classes for seniors focused on increasing brain activity and combatting the effects of Alzheimer's and dementia through theatre performance.

Last season, NVA began a new multicultural outreach program: Teatro Pueblo Nuevo. The aim of TPN is to welcome new audiences to NVA, and to develop inclusive artistic narratives by and for all members of our unique community.

NVA exists to serve its community and has been embedded in the social and cultural structures of Carlsbad since opening its doors. NVA has been fortunate to receive support from the City of Carlsbad and other local businesses, who recognize the importance of a resident professional theatre company as a crucial component of an inclusive and creative community. We, in turn, prioritize serving our community by presenting works that respect the diversity surrounding us, engaging every citizen with relevant and inspiring stories.

NEW VILLAGE ARTS
ADMINISTRATIVE STAFF

FOUNDER &
EXECUTIVE ARTISTIC DIRECTOR
KRISTIANNE KURNER

MANAGING DIRECTOR
ALEX GOODMAN

DIRECTOR OF OPERATIONS
ROSALEE BARRIENTOS

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ASSOCIATE ARTISTIC DIRECTOR
NADIA GUEVARA

PATRON SERVICES MANAGER
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KATIE WHITE

GRANTWRITER &
NEW PLAY FESTIVAL PRODUCER
TIFFANY TANG

NVA STAFF &
VOLUNTEERS

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SAWYER HENDERSON
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PAUL EDDY
MONIQUE GAFFNEY
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BLAKE McCARTY
MARY SANZ

INTERNS
MADISON MELLON
REID MORIARTY
GEMMA WILLETS

USHER COORDINATOR
LEORA ZALMAN

Welcome from Kristianne and Alex



NVA's 17th Season was a season of immense growth and maturation. We embarked upon the most ambitious collection of plays, musicals, and education and outreach programs that we have ever put together. We entered into an innovative co-production with Intrepid Theatre Company which became out most successful production ever; we launched Teatro Pueblo Nuevo, our innovative bilingual and bicultural outreach program, and we reached more

than 2,000 young people through our theatre camps, classes, in-school programs and theatre for young audiences (TYA) tour.

When Intrepid Theatre Company came to Kristianne in November of 2016 with the idea of working together on a big rock 'n' roll musical the following summer, we knew that there would be many challenges in store, but also great potential reward. When we put BUDDY into Season 17, both assumptions wound up being correct; we found ourselves challenged to adapt as we collaborated with partners we had never worked with before, and we ended the run after 70 near-sold out performances having reached over 3,000 new patrons. The \$250K earned between May 18 – August 27, 2017 eclipsed anything the company had generated before by more than double. With critical acclaim across the board, BUDDY was a phenomenal success by any standard.

In September of 2017, NVA officially launched Teatro Pueblo Nuevo, led by newly appointed Associate Artistic Director, Nadia Guevara. The program was a way to recognize the importance of representing the local LatinX community through theatre and the arts. We held celebrations of dance and music for Hispanic Heritage Month and produced a number of salsa and bachata nights. We were very proud to produce Jose Rivera's masterpiece of magic realism CLOUD TECTONICS, directed by Herbert Siguenza, who is one of the most respected LatinX theatre makers in the country. Ms. Guevara directed our first Theatre for Young Audiences production, the musical CINDERELLA EATS RICE AND BEANS: A SALSA FAIRY TALE, which was an overwhelming success.

Creating quality theatre education programs for our local children and teenagers has long been a goal of New Village Arts. We were proud to produce documentary theatre programs in three local high schools (Carlsbad, Sage Creek and the Army and Navy Academy), continue our weekly acting classes with Aleta Barthell's Kids Act, and direct a mainstage production for Sage Creek. We were thrilled to produce SECRET SUPERHEROES: an original musical with our neurodiverse community and their neurotypical peers. At NVA, we believe that theatre should be accessible to everyone, and we work hard to make sure that is possible.

Thank you for your support of New Village Arts!

Kristianne Kurner, Executive Artistic Director
Alex Goodman, Managing Director



Welcome from the NVA Board of Directors

The 2017-2018 Season at New Village Arts was truly one for the books. We were able to double our single ticket revenue with hits such as BUDDY - THE BUDDY HOLLY STORY and AVENUE Q. Season subscription revenue increased by 16%, and NVA received great critical acclaim, with several nominations for San Diego Theatre Critic Circle Awards. Our annual gala proved to be our most successful to date, with over \$75,000 raised in support of NVA's programming, which was a 32% increase from the previous year.

We are proud to have a strong Board of Directors and an active Advisory Board. The staff has been outstanding, led by Kristianne Kurner and Alex Goodman, with three other full-time staff and 9-12 part-time staff, depending on the time of year.

The support of local corporations like Jazzercise, Datron, and Nordson is something else that we are very grateful for. We take our fiscal responsibility very seriously and are proud to have ended the season with over \$1 million in revenue for the first time.

The City of Carlsbad continues to be a huge supporter of our work, from our fantastic location in the heart of Carlsbad Village to support for our programming through the Cultural Arts Office. Carlsbad is an incredibly well-run city and we are happy to be partners.

Our donors and patrons are the reason that New Village Arts continues to thrive. On behalf of the Board of Directors, I thank you for helping to make quality arts experiences available for our community.

With gratitude,

Robert I Lin
President, Board of Directors

Season 17 Highlights

<i>\$75k+ raised at record-breaking Annual Gala</i>	<i>2,500+ First-Time Patrons to New Village Arts</i>	<i>#1 & #2 Highest-Grossing Shows in NVA History</i>	<i>4 Critic's Choice Honors from the San Diego Union-Tribune</i>
<i>10 Community Events from Teatro Pueblo Nuevo</i>	<i>2,000+ Students Served through Education Programs</i>	<i>20,000+ Visitors to New Village Arts Shows and Events</i>	<i>40+ Unique Events for All Members of Our Community</i>

NEW VILLAGE ARTS
BOARD OF DIRECTORS

PRESIDENT
ROBERT I. LIN

VICE PRESIDENT
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LORRAINE WOOD

Buddy

THE
BUDDY
HOLLY
STORY

CRITIC'S CHOICE!

"Triumphant!"

- *The San Diego Union Tribune*

"A rockin' blast from the past!"

Don't miss it!"

- *Jean Lowerison, San Diego Gay & Lesbian News*

"Jaw-dropping!"

- *Pat Launer, Times of San Diego*

**1 San Diego Theatre Critics Circle
2017 Craig Noel Award Nomination:**

OUTSTANDING ACTOR IN A MUSICAL:

Paul Eddy

**AN UNPRECEDENTED COLLABORATION.
AN UNFORGETTABLE PRODUCTION.
AN ICONIC ROCK & ROLL LEGEND.**

INTREPID
theatre company

THEATRE
MUSIC
ART

NEW VILLAGE ARTS



@ The Horton Grand Theatre

Number of Performances: **36**

Number of Patrons: **5,215**

Total Revenue: **\$114,738**

Number of Performances: **37**

Number of Patrons: **3,609**

Total Revenue: **\$141,418**

SPONSORED BY
DATRON
Performance You Require. Value You Expect.

Written by **ALAN JANES**

Directed by **CHRISTY Yael-Cox**

Music Direction by **TONY HOUCK**

Choreography by **NADIA GUEVARA**

May 18 - August 27, 2017

Community Partner: **Intrepid Theatre Co.**

Drink Sponsor: **Starfish Leadership Awards**

New Village Arts partnered with the like-minded **Intrepid Theatre Company** to produce this massive rock-n-roll musical. With an initial run at downtown's Horton Grand Theatre, followed by a sold-out run at New Village Arts, *Buddy - The Buddy Holly Story* was able to reach more audience members than any production in NVA history, broke all previous sales records for NVA's productions, and resulted in many new subscribers. NVA also saw a spike in new patrons, as it was the first NVA production for roughly 40% of attendees. 97% of audience survey responses remarked that *Buddy* was "very good" or "one of the best" shows they had seen in the last year and Paul Eddy received a San Diego Critics Circle Award nomination for his portrayal of the iconic musician.

AMERICAN HERO

*A NEW COMEDY WITH
A SATIRIC BITE.*

**"A healthy serving of laughs ...
Fun & Funny!"**

- David L. Coddon, *The San Diego Union Tribune*

"Witty & Smart!"

- Nikki Katz, *The San Diego Reader*

**"Fine Performances [&]
Kick-Ass Character Work!"**

- Martin Jones Westlin, *San Diego Story*



*AN ENCHANTING AND
HAUNTING FAMILY MUSICAL.*

THE SECRET GARDEN

**"A Significant Achievement in
Staging Musical Theatre!"**

- Pam Kragen, *The San Diego Union Tribune*

"Remarkable!"

- Tom Robertson, *The Vista Press*

"I Loved Every Minute Of It!"

- Carol Davis, *San Diego Theatre Critics Circle*

SPONSORED BY
DATRON
Performance You Require, Value You Expect

NVA brought audiences into the existential comedy of corporate America with the San Diego Professional Premiere of *American Hero*, a timely story of three newly-hired "Sandwich Artists" at a franchised submarine sandwich shop just trying to get by and earn a few bucks. Bess Wohl's insightful new play used humor, surrealism, and heart to satirize corporate greed and to highlight the power of ingenuity and teamwork to overcome all odds. *American Hero* received high praise from audiences and critics alike for its creativity and the thoughtful work of the performers and design team.

Written by **BESS WOHL**
Directed by **KRISTIANNE KURNER**

September 15 - October 15, 2017

Number of Performances: 22

Number of Patrons: 1,460

Total Revenue: \$35,832

Book & Lyrics by **MARSHA NORMAN**
Music by **LUCY SIMON**

Based on the Novel by **FRANCES HODGSON BURNETT**

Directed by **ROSINA REYNOLDS**

Music Direction by **TONY HOUCK**

Choreography by **NADIA GUEVARA**

November 3 - December 24, 2017

Community Partner: **Mana de North County**
Drink Sponsor: **Animal House Pet Care**

Number of Performances: 38

Number of Patrons: 2,763

Total Revenue: \$85,194

Director Rosina Reynolds lent her sure hand to NVA's alternative holiday production, featuring ghosts, mystery, and desire, with a uniformly talented vocal ensemble. Retelling the classic children's novel with unforgettable songs and a heartbreaking love story, the Tony Award-winning musical *The Secret Garden* proved to be a highlight of the season for NVA audiences. NVA's production featured a notably diverse cast and proudly showcased the talents of an all-female creative team behind the scenes. During the run of this production, NVA engaged the community with its "Help Our Garden Grow" End-of-Year giving campaign, which saw a tree bloom in the lobby as more funds were raised.

CLOUD TECTONICS

*A MAGICAL TALE OF LOVE
LOST IN TIME & SPACE.*

CRITIC'S CHOICE!

"Whimsical & Sexy!"

- Pam Kragen, *The San Diego Union Tribune*

"Rhapsodic!"

- David L. Coddon, *San Diego CityBeat*

**"Seductive... a Romantic,
Melodic Dream World!"**

- Pat Launer, *Jazz 88.3*

**2 San Diego Theatre Critics Circle
2018 Craig Noel Award Nominations:**

OUTSTANDING ACTRESS IN A PLAY:

Nadia Guevara

OUTSTANDING SOUND DESIGN:

Mark Spiro

This modern classic was the first production of NVA's new multicultural outreach program, Teatro Pueblo Nuevo (TPN). Playwright José Rivera distorts time and space as two tragic individuals attempt to find love in a fantastical, unsettling vision of Los Angeles. Under the direction of Culture Clash co-founder Herbert Sigüenza, this masterpiece of magical realism came to vivid life on NVA's stage with striking visual and audio design and poetic performances. As a part of TPN, this production also featured surround events and community partnerships. Mr. Sigüenza also produced an original painting for the show which was displayed in the lobby, and the Foundry Artist Studios was home to a showcase of Sigüenza's art during the run of the show.

Written by **JOSÉ RIVERA**
Directed by **HERBERT SIGÜENZA**

January 26 - February 25, 2018

Community Partner:
Tierra Caliente Academy of the Arts

Number of Performances: 22

Number of Patrons: 1,397

Total Revenue: \$33,223

**TEATRO
PUEBLO
NUEVO**
NEW VILLAGE ARTS®

TEATRO PUEBLO NUEVO is NVA's new multicultural outreach initiative. TPN features Latinx-centered community outreach events and theatrical productions at New Village Arts.

TPN began its programming with the **Hispanic Heritage Month Celebración** in September of 2017. This event celebrated the presence of Latinx culture in San Diego with interactive art by Foundry Artists and a dance floor that got everyone up and dancing! It featured performances by Melba Novoa Flamenco, a presentation of Cuban rueda de casino by EscoRueda, and the youth group Sonares de mi Tierra from the House of Panama in Balboa Park.

In December of 2017, TPN produced its first show, the all-ages bilingual musical *Cinderella Eats Rice & Beans: A Salsa Fairy Tale* by Karen Zacarias with music by Deborah Wicks-La Puma, directed by Associate Artistic Director Nadia Guevara. Thanks to sponsorship from **Wells Fargo** and **The Loftin Firm**, this show was presented as a free event for our community.

In January 2018, NVA presented the first TPN mainstage production, *Cloud Tectonics* by the Oscar-nominated José Rivera, directed by Herbert Sigüenza of Culture Clash and Pixar's *Coco*.

TPN was made possible with the generous support of our community partners: **Mana de North County San Diego**, **Tierra Caliente Academy of the Arts**, and the **Cal State San Marcos Latinx Center**.

Cinderella

Eats Rice & Beans
a Salsa Fairy Tale

Written by **KAREN ZACARÍAS**
Music by **DEBORAH WICKS LA PLUMA**
Directed by **NADIA GUEVARA**
Music Direction by **BENJAMIN GONIEA**

December 14 - 16, 2017

SPONSORED BY

WELLS FARGO

The Loftin Firm, P.C.
LF
ATTORNEYS AT LAW



MEN ON BOATS

**A WILD, GENDER-BENT
HISTORICAL ADVENTURE.**

CRITIC'S CHOICE!

"Wildly Original!"

- James Hebert, *The San Diego Union Tribune*

**"These Ten Formidable Women... are
Having the Adventure of their Lives!"**

- Pat Launer, *Times of San Diego*

"Highly Inventive!"

- Martin Jones Westlin, *San Diego Story*



SPONSORED BY
MOSSYNISSAN
ON THE ANSIDE, DRIVE BETTER FOR LESS.

**1 San Diego Theatre Critics Circle
2018 Craig Noel Award Nomination:**

**OUTSTANDING SOUND DESIGN:
Melanie Chen Cole**

In the Regional Premiere of *Men on Boats*, NVA took audiences on a white-knuckle trip down the Colorado River as ten powerful women portrayed John Wesley Powell (Executive Artistic Director Kristianne Kurner) and his crew of explorers in this reimagining of Powell's historic expedition through the Grand Canyon. Memorable not only for its unique, gender-bent approach to storytelling, but also for intense moments of physicality that left both actors and audiences breathless, *Men on Boats* found great success and well surpassed projected revenue—a particularly remarkable feat considering that this was the Regional Premiere of a new and relatively unknown play and playwright.

Written by **JACLYN BACKHAUS**
Directed by **MELISSA COLEMAN-REED**

March 23 - April 22, 2018

Community Partner: **Leap to Success**
Actor Sponsor: **Andie Harvey**
Director Sponsor: **Mark Coulombe**

Number of Performances: 22
Number of Patrons: 1,856
Total Revenue: \$49,384

**RAUNCHY PUPPETS AND
A HEART OF GOLD.**

Avenue Q
The Musical

CRITIC'S CHOICE!

"A Winning Revival!"

- James Hebert, *The San Diego Union Tribune*

**"Raunchy, Sidesplitting,
and Totally Irresistible!"**

- Pat Launer, *Times of San Diego*

**"A Sparkling Production! Guaranteed
to Amuse, Touch, and Delight!"**

- Jean Lowerison, *San Diego Gay & Lesbian News*

SPONSORED BY
**City of
Carlsbad**
Cultural Arts

**5 San Diego Theatre Critics Circle 2018
Craig Noel Award Nominations, including:**

OUTSTANDING RESIDENT MUSICAL

**OUTSTANDING DIRECTION OF A MUSICAL:
AJ Knox**

Music & Lyrics by **JEFF MARX
& ROBERT LOPEZ**
Book by **JEFF WHITTY**
Directed by **AJ KNOX**
Music Direction by **NINA GILBERT**
Choreography by **JENNA INGRASSIA-KNOX**

March 23 - April 22, 2018

Community Partner: **San Diego Guild of Puppetry**
Actor Sponsors: **Scott & Donna White, Eva Trieger**
Restaurant Partner: **Gaia Gelato**

Number of Performances: 36
Number of Patrons: 3,363
Total Revenue: \$109,480

NVA closed out Season 17 with *Avenue Q*, the Tony Award-winning send-up of kid's TV, where puppets and humans teach each other valuable life lessons—like "Everyone's a Little Bit Racist" and "The Internet is for Porn." Boasting an all-star ensemble and dedicated puppeteering, *Avenue Q* became the 2nd highest-grossing show in NVA history at the time (joining season-opener *Buddy* at the top of the list). Garnering universal critical praise, it was also an unabashed hit with audiences, playing to sold-out houses, standing ovations, and notably, attracting a bevy of new audiences: 27% of patrons were first-time visitors, and the show attracted more than twice NVA's average amount of theatre-goers under 39 years of age.

kids ACT

During the 2017 - 18 Season, New Village Arts continued its relationship with **Aleta Barthell** and **Kids Act** to offer a wide variety of Educational Opportunities, including:

- **Kids Act Camps & Classes:** *Weekly acting classes for students ages 4 - 14.*
- **Monday Night Live!:** *Acting and improvisation for teenagers with special needs and their neurotypical peers.*
- **Playwrights Project:** *Playwriting camps for young writers, including performances of original plays with professional actors.*
- **Mindful Theatre:** *a program for adults living with Alzheimer's and dementia, taught by Samantha Ginn and Paul Eddy.*



SECRET SUPERHEROES

An Original Musical

In June of 2018, director Ginn and playwright Barthell produced a fully-original musical for teenagers with Autism and other special needs (and their neurotypical peers): **Secret Superheroes**, with sponsorship from **The National Foundation for Autism Research**, **Centre ARTES at Cal State San Marcos**, **The City of Carlsbad Cultural Arts Office**, **The Dr. Carol Channing & Harry Kulijian Endowment for the Arts**, **The Robert H. Gartner Cultural Endowment Fund**, and **InnerMission Productions**.

Kids Act students stage a moving scene from Shakespeare's Hamlet.



Samantha Ginn leads students at a Monday Night Live showcase on the NVA stage.

VERBITAS

A Documentary Theatre Program

NVA's Verbitas documentary theatre program allows students to interview subjects of all ages in regard to a specific topic. Those interviews are recorded, transcribed, and transformed into powerful pieces of verbatim theatre. During the 2017 - 18 season, Verbitas had three unique performances in three different high schools (**Carlsbad High School**, **Sage Creek High School**, and **Army & Navy Academy**), connecting with over 1,000 members of our community.



ARTISTS IN SCHOOLS

Professional Training in Local High Schools

From March to May in 2018, the students at **Sage Creek High School** worked with NVA Teaching Artist **Michelle Marie Trester** to stage a modern adaptation of two classic Greek comedies. Combining professional training in a classroom setting, NVA's Artists in Schools programs continue to deliver high-caliber theatre to local students. In Season 17, NVA's Education programs served over 2,000 students across North County.





Artistic Directors from across San Diego (from Left): Kristianne Kurner (NVA), Christy Yael-Cox (Intrepid), Steven Glaudini (Moonlight), Jennifer Eve Thorn (Moxie), Robert May (Scripps Ranch), Kym Papas (InnerMission), Claudio Raygoza (ion), Tiffany Tang (NVA, Intrepid), Carla Nell (InnerMission), David Ellenstein (North Coast Rep), Phil Johnson (Roustabouts), Josh Gershick (Dramatists).

FINAL DRAFT New Play Festival

In January of 2018, NVA partnered with **Bagby Beer Company** in Oceanside to present the first annual **Final Draft New Play Festival**, sponsored by **Jack and Valerie Cumming**. The centerpiece of the program was **Lance Arthur Smith's THE PRICE OF PEACE**, a powerful historical drama detailing the human lives at the center of the Manhattan Project. **Jennifer Lane's THE SEER AND THE WITCH** told a story of two women separated by time, but not by experience. **Dallas McLaughlin's** one-man **THE VELOCITY OF CELEBRATION** tackled road trips, romance, and fatherhood with humor and humility.

In addition to innovative new works and signature beers from Bagby Beer Company, the festival featured a workshop with **Josh Gershick** of Dramatists Guild, a panel discussion with Artistic Directors from some of San Diego's finest theatres, and a networking event for playwrights, artists, and theatre-goers, this event set a standard for New Village Arts' ongoing commitment to fostering new works.

The event attracted several new patrons and marked another first in a year of new projects, programming, and partnerships for New Village Arts.



MUSIC @ NVA

New Village Arts continued its Music @ NVA concert series in Season 17, adding two fundraiser events from Dr. Richard Lederer and introducing audiences to two new musical artists: John Welsh Band and Todo Mundo Acoustic.



Tim Flannery & Friends
Nov. 12, 2017
Tickets Sold: **115**
Earned Revenue: **\$3,490**

Richard Lederer:
The Joys & Oys of Language
Sep. 24, 2017
Tickets Sold: **101**
Earned Revenue: **\$1,746**



Richard Lederer:
Living Will: The Legacy of William Shakespeare
Apr. 23, 2018
Tickets Sold: **78**
Earned Revenue: **\$1,420**

John Welsh Band & Todo Mundo Acoustic
Oct. 22, 2017
Tickets Sold: **37**
Earned Revenue: **\$769**



Berkley Hart Selis Twang
June 17, 2018
Tickets Sold: **91**
Earned Revenue: **\$2,885**

THE FOUNDRY ARTIST STUDIOS AT NEW VILLAGE ARTS

17 Artists • 10 Receptions • Monthly Classes

In Season Seventeen, The Foundry Artist Studios at New Village Arts continued to prove a vital element of NVA's full arts experience. With monthly Artist Receptions showcasing individual artists' works, and featuring live music by local musicians and interactive art for the public, The Foundry engages our local community with a vibrant, inclusive art venue. For each mainstage show, Foundry Artists curated exhibits to hang in the lobby, in conversation with the work on stage.



2018 Annual Gala

Always an Adventure

- 225 Attendees
- \$17k raised during paddle raise
- \$17k raised in ticket sales
- Over \$20k raised in live and silent auctions



NVA's 2018 Annual Gala was its most successful to date, marking the third Annual Gala in a row of record-breaking attendance and fundraising, held at The Crossings at Carlsbad. With a theme of **"Always an Adventure,"** NVA celebrated the adventurers, entrepreneurs, and innovators of North County San Diego, and reaffirmed its commitment to the mission of **creating adventurous artistic experiences to awaken the human spirit.**

With live music from Journeymen, an encore performance from the cast of BUDDY, a preview performance from the cast of AVENUE Q, and interactive performances from the cast of MEN ON BOATS, the evening was a true embodiment of NVA's diverse work. Dallas McLaughlin returned as emcee and auctioneer, honored guest KUSI's Francella Perez shared her thoughts on NVA, and Gala guests received the first glimpse at the 2018-19 season.

Corporate & Government Sponsors



New Village Arts thanks our generous corporate & government sponsors for supporting local arts organizations and for helping bring NVA's artistic and educational programs to our local communities.

Thank you to our Generous Donors

SPONSOR

\$25,000 to \$49,999

Jack & Valerie Cumming
Scott & Donna White

PRODUCER

\$10,000 to \$24,999

Mark Coulombe
Janet Heidorn
California Arts Council
Jazzercise
Datron World Communications
City of Carlsbad Cultural Arts Office
Community Arts Grant
County of San Diego's Board
of Supervisors Community
Enhancement Grant

CO-PRODUCER

\$5,000 to \$9,999

Bob Beard & Janice Ephron
Ronna & Ned Bixby
Conrad Coulombe
Patrick Farley
Matt & Phyllis Hall
Robert I. Lin
Don & Becky Sciglimpaglia
Barbara Weiler & Youth Friends
The National Foundation for Autism
Research
Wells Fargo

DIRECTOR

\$2,500 - \$4,999

Bill & Kathy Deering
John & Alyssa Forester
Randolph Pabst
David & Victoria Povall
Mark & Anne Tanner
The Carlsbad Library & Arts
Foundation's Robert H. Gartner
Cultural Endowment Fund
Boeing
Business Payroll Service
Coastal Community Foundation
The Nordson Foundation
The Sutherland Foundation
US Bank Foundation

ENSEMBLE

\$1,000 - \$2,499

Joan Cumming
Bob & Carol Dawson
Adam & Christina Fedor-Schmidt
Sandie & Mike Franklin
Carolyn Funes
Bill & Judy Garrett
Mrs. Sally Goodman
Jeff & Samantha Hackett
Mr. Edward Koch
Cassie Langan
Sue Loftin
Alison Lowery
Saundra Redmond-Moton
Jocelyn Shannon
Alan & Luann Sorkin
Pat & Chris Weil
Wendy Wyatt

Thank you to our 2018 Gala Sponsors and Donors

Aranelle
Belly Up
Ronna Bixby
Body Potentials
California Watersports
Carlsbad Golf Center
Carlsbad Inn Beach Resort
Carlsbad Magazine
The Chocolate Bar
Chuck Dodd
Ciccotti's
Coolest Shoes in California
Coyote Bar & Grill

The Crossings at Carlsbad
Cygnat Theatre
Daily News Cafe
El Camino Country Club
Paul Eddy
Dolores Forsythe
Angie Fay
The Fish Market
Gaia Gelato
Grocery Outlet
Stacy Hall
Fabienne Hanks
Hilton Garden Inn

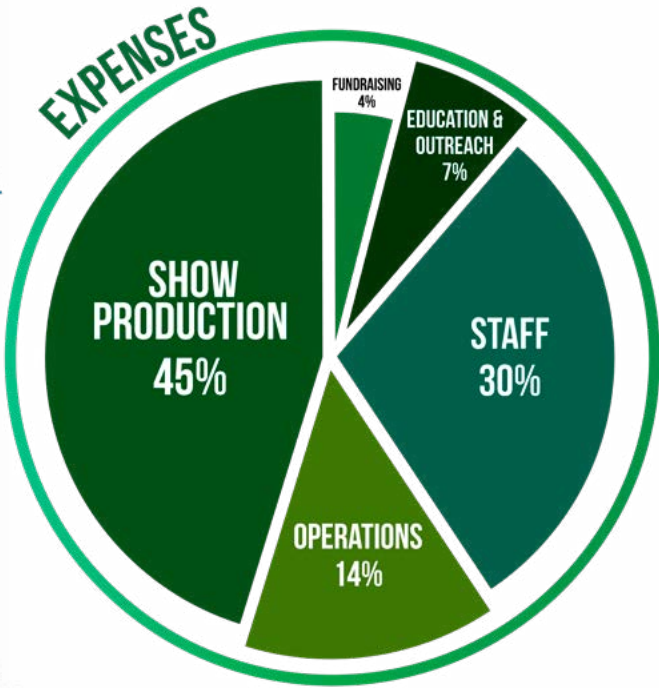
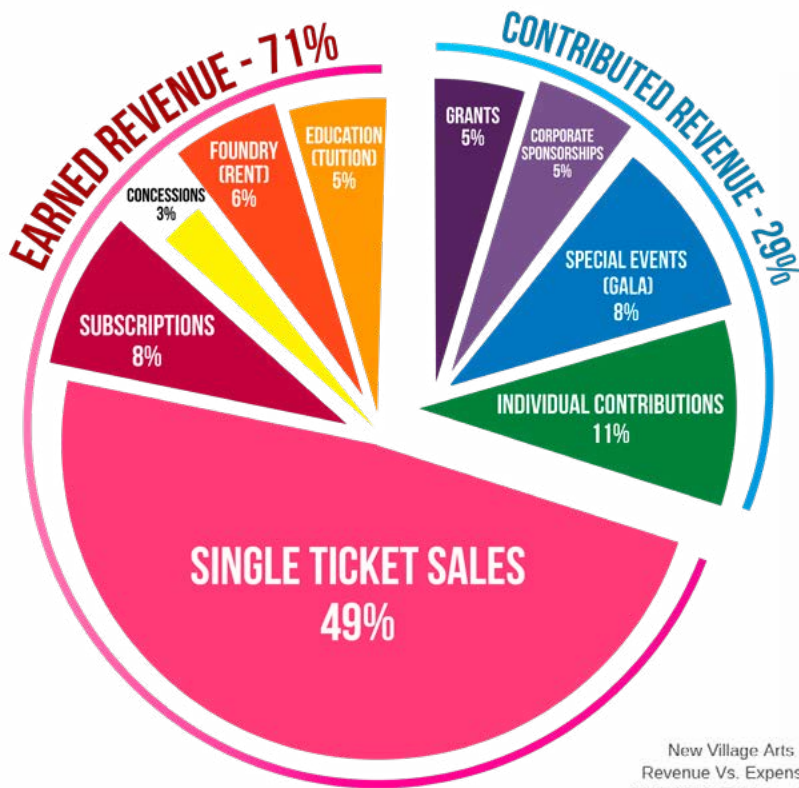
Holland America
Lisa Illianna-Jessup
Knockout Pizza
AJ Knox
Lagoon Discovery Center
Cassie Langan
Legoland California
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James A. Meger
Mingei International Museum
Chris Monette-Appleton
Moonlight Amphitheater

Moxie Theatre
Museum of Photographic Arts
Mark Nordquist
Norte Restaurant
North Coast Repertory Theatre
NVA Advisory Board
NVA Foundry
Pedego Carlsbad
Pisco Rotisserie & Cevicheria
Rubio's Restaurants, Inc.
San Diego Automotive Museum
San Diego Botanic Garden
San Diego Symphony

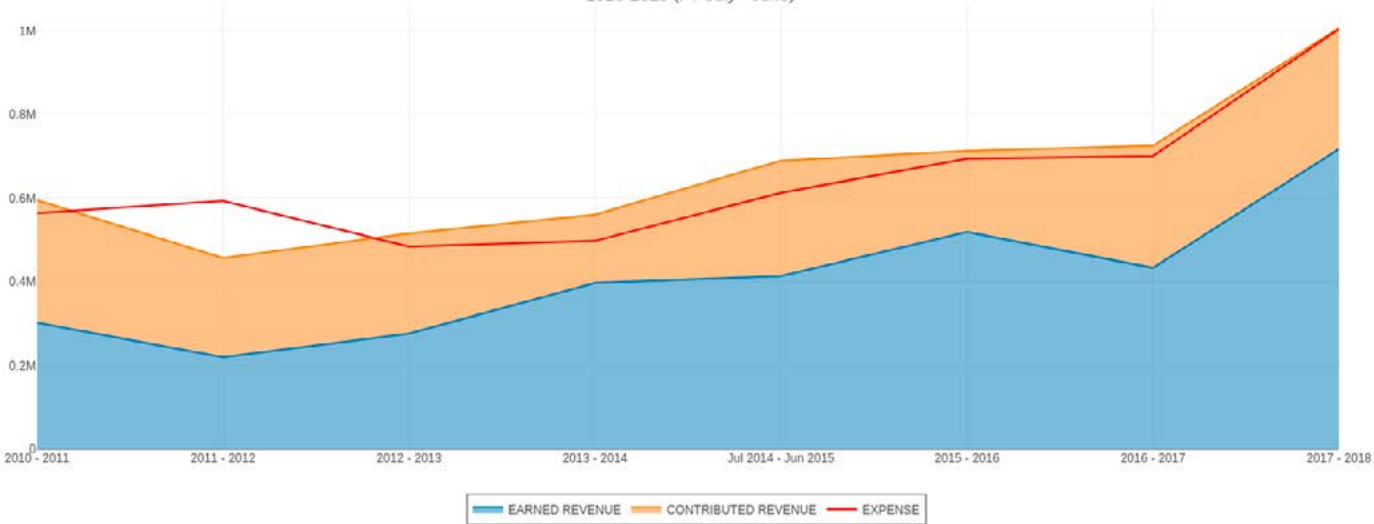
San Diego Zoo
Kelly Schwab
SeaWorld San Diego
Sheraton Carlsbad Resort & Spa
Herbert Siguenza
Phyllis Swanson
Tri-City Wellness & Fitness Center
Vigilucci's
West Inn & Suites
Scott & Donna White
Wines For Humanity
Wysh Boutique
Babs Zaner

Season 17 Financials

Season Seventeen saw New Village Arts achieve record-breaking financial growth and a significant reevaluation of financial metrics.



New Village Arts
Revenue Vs. Expenses
2010-2018 (FY July - June)



Statement of Activity: July 2017 - June 2018

Revenue

EARNED REVENUE

Total Education and Outreach

Total Foundry Income

Mainstage Programs

Concessions Sales

Season Tickets

Single Ticket Sales

Previews

Single Tickets Mainstage

Total Single Ticket Sales

Total Mainstage Programs

Total Music Series

Total EARNED REVENUE

FUNDRAISING AND DEVELOPMENT

Contributed Income

Total Grant

Individual Contributions

Sponsorship

Total Contributed Income

Total GALA

Total Small Events

Total FUNDRAISING AND DEVELOPMENT

Total Revenue

Gross Profit

Expenditures

Total Construction

Total EDUCATION & OUTREACH

Total FOUNDRY

Total FUNDRAISING & DEVELOPMENT

MAINSTAGE PRODUCTIONS

Total Contract

Total Program Materials

Total MAINSTAGE PRODUCTIONS

Total Music Series

Total OPERATIONS

Total STAFF

Total Expenditures

Net Operating Revenue

	FY18	Total FY17	% Change
Total Education and Outreach	\$ 47,527.96	\$ 39,686.00	19.76%
Total Foundry Income	\$ 61,226.75	\$ 55,749.75	9.82%
Mainstage Programs			
Concessions Sales	29,977.43	15,582.73	92.38%
Season Tickets	76,372.65	65,568.90	16.48%
Single Ticket Sales			
Previews	34,799.50	29,190.10	19.22%
Single Tickets Mainstage	459,168.48	214,704.88	113.86%
Total Single Ticket Sales	\$ 493,967.98	\$ 243,894.98	102.53%
Total Mainstage Programs	\$ 600,318.06	\$ 325,046.61	84.69%
Total Music Series	\$ 8,060.00	\$ 13,498.00	-40.29%
Total EARNED REVENUE	\$ 717,132.77	\$ 433,980.36	65.25%
FUNDRAISING AND DEVELOPMENT			
Contributed Income			
Total Grant	\$ 46,806.00	\$ 70,609.20	-33.71%
Individual Contributions	109,908.00	123,500.80	-11.01%
Sponsorship	46,200.00	40,550.00	13.93%
Total Contributed Income	\$ 202,914.00	\$ 234,660.00	-13.53%
Total GALA	\$ 75,155.00	\$ 56,848.00	32.20%
Total Small Events	\$ 9,016.00	\$ 379.00	2278.89%
Total FUNDRAISING AND DEVELOPMENT	\$ 287,189.00	\$ 291,887.00	-1.61%
Total Revenue	\$ 1,004,321.77	\$ 725,867.36	38.36%
Gross Profit	\$ 1,004,321.77	\$ 725,867.36	38.36%
Expenditures			
Total Construction	\$ 0.00	\$ 1,725.61	-100.00%
Total EDUCATION & OUTREACH	\$ 66,869.65	\$ 42,692.49	56.63%
Total FOUNDRY	\$ 6,774.02	\$ 4,132.44	63.92%
Total FUNDRAISING & DEVELOPMENT	\$ 35,832.82	\$ 24,761.93	44.71%
MAINSTAGE PRODUCTIONS			
Total Contract	\$ 238,200.16	\$ 168,730.59	41.17%
Total Program Materials	\$ 208,353.63	\$ 89,022.39	134.05%
Total MAINSTAGE PRODUCTIONS	\$ 446,553.79	\$ 257,752.98	73.25%
Total Music Series	\$ 4,681.70	\$ 7,657.51	-38.86%
Total OPERATIONS	\$ 127,111.57	\$ 97,403.84	30.50%
Total STAFF	\$ 302,071.24	\$ 264,009.85	14.42%
Total Expenditures	\$ 989,894.79	\$ 700,136.65	41.39%
Net Operating Revenue	\$ 14,426.98	\$ 25,730.71	-43.93%

Several more classes were offered in FY18

Increased attendance drove increased concession sales

74% Subscriber Renewal Rate; 33% of FY18 subscriptions are first-time subscribers

The BUDDY co-production accounted for nearly 1/2 of FY18's Single Ticket Sales

Music Series was opened up to include lectures, dance events, play readings, and book signings in FY18

\$32k Neighborhood Reinvestment Grant was for one-time theatre renovation

Most successful Gala ever netted over 20% more than previous fiscal year.

The BUDDY co-production with Intrepid represents:

31% of contracts
55% of materials
15% of operations

\$41k in profits shared with co-producer



2X INCREASE IN SINGLE
TICKET REVENUE

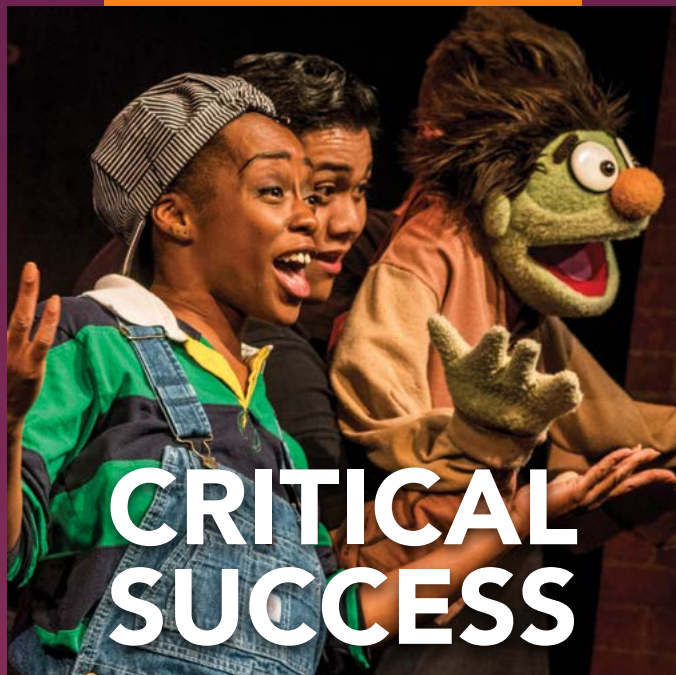
\$493k in Season 17 vs.
\$243k in Season 16

16% INCREASE IN SEASON
SUBSCRIPTION REVENUE

\$76k in Season 17 vs.
\$65k in Season 16

32% INCREASE IN FUNDS
RAISED AT THE NVA
ANNUAL GALA

Raised over \$75k at the 2018 Annual Gala,
compared to \$57k at the 2017 Annual Gala



TOP 2 HIGHEST-SELLING
SHOWS IN
NVA HISTORY

BUDDY: 8,824 patrons, \$256k earned
AVENUE Q: 3,363 patrons, \$109k earned

4 CRITIC'S CHOICE
HONORS IN THE SAN DIEGO UNION-TRIBUNE

BUDDY, CLOUD TECTONICS,
MEN ON BOATS, & AVENUE Q

6 2018 CRAIG NOEL
AWARD NOMINATIONS

From The San Diego Theatre Critics Circle: AWAKE & SING!
(Outstanding Production, Outstanding Ensemble), AN ILIAD
(Outstanding Solo Performance - Linda Libby), BUDDY
(Outstanding Lead Performance in a Musical - Paul Eddy),
HAVING OUR SAY (Outstanding Lead Performance in a Play -
Milena (Sellers) Phillips, Sylvia M'Lafi Thompson)



2,000+ LOCAL
STUDENTS
SERVED

through NVA's Education & Outreach programs: Kids
Act, Verbitas, Artists in Schools, Monday Night Live!,
and Teatro Pueblo Nuevo.

10 NEW PLAYS
DEVELOPED

including three plays in the Final Draft New Play
Festival, three Verbitas Documentary Theatre plays,
new adaptations of two Greek comedies, and an
original musical featuring Monday Night Live students,
sponsored in part by the National Foundation for
Autism Research.

10 TEATRO PUEBLO NUEVO
COMMUNITY EVENTS

In Season 17, NVA offered over 10 free
community events reaching out to members of
our community, including several multicultural
outreach initiatives for Teatro Pueblo Nuevo.



20,000+

visitors to New Village Arts in Season 17 --
an 80% increase from Season 16.

2,500+ FIRST-TIME
PATRONS

Season 17 saw an influx of new patrons; BUDDY &
AVENUE Q were huge draws for new audiences.

40+ UNIQUE
EVENTS

6 Main Stage Productions, 6 Music @ NVA Events, 3
Plays at the Final Draft New Play Festival, 4 Plays in
local High Schools, 10 Teatro Pueblo Nuevo Events,
12+ Foundry Community Events, 1 Annual Gala, plus
parties, VIP events, workshops, talkbacks, and more.

THEATRE
MUSIC
ART

NEW VILLAGE ARTS



2787 State Street
Carlsbad, CA 92008

760.433.3245

info@newvillagearts.org

www.NewVillageArts.org

[@NewVillageArts](https://www.instagram.com/NewVillageArts)