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.

MISSION
Welcome from NVA Leadership
Season 17 at a Glance
Season 17 Mainstage Programming

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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.
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 productions 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 (TVA) 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. That $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 TECTONES, 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 INDERESELLA 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 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 weekly acting classes with Aleta Barthell’s Kids Act, and direct a mainstage production for Sage Creek.

Season 17 Highlights

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 Critics 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 L. Lin
President, Board of Directors
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.

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

Written by ALAN JANES
Directed by CHRISTY YAEL-COX
Music Direction by TONY HOUCK
Choreography by NADIA GUEVARA

May 18 - August 27, 2017

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

"A healthy serving of laughs ...
Fun & Funny!”
- David L. Godinez, The San Diego Union Tribune

"Witty & Smart!”
- Nikki Katz, The San Diego Reader

“A Significant Achievement in Staging Musical Theatre!”
- Pam Kragen, The San Diego Union Tribune

“A New Comedy With A Satiric Bite.

“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

AN ENCHANTING AND HAUNTING FAMILY MUSICAL.

THE SECRET GARDEN

“Witty & Smart!”
- Nikki Katz, The San Diego Reader

“Remarkable!”
- Tom Robertson, The Vista Press

“I Loved Every Minute Of It!”
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A NEW COMEDY WITH A SATIRIC BITE.
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.

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 Siguenza, 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. Siguenza 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 Siguenza’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

CRITIC’S CHOICE!
“Whimsical & Sexy!”
- Pam Brugen, The San Diego Union Tribune

“Rhapsodic!”
- David L. Goldin, San Diego CityBeat

“Seductive, a Romantic, Melodic Dream World!”
- Pat Launer, Jazz 88.3

Sponsored by City of Carlsbad

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“Seductive, a Romantic, Melodic Dream World!”
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San Diego Theatre Critics Circle
2018 Craig Noel Award Nominations:
OUTSTANDING ACTRESS IN A PLAY:
Nadia Guevara
OUTSTANDING SOUND DESIGN:
Mark Spiro

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

December 14 - 16, 2017
Sponsored by WELLS FARGO

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

December 14 - 16, 2017
Sponsored by WELLS FARGO
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

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.

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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

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
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


**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.
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.

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.

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

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

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

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June 17, 2018
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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.

**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

**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.

**SPONSOR**
$25,000 to $49,999
- Jack & Sherry Conner
- Scott & Donna White

**PRODUCER**
$10,000 to $24,999
- Carol Conrod
- Janet Resler
- California Arts Council
- San Diego County

**Directors of Development**

- Deidre Bonfield
- Erin Herrick

**Executive Director**

- Keli Schwab

**Co-Director of Development**

- Jeni Day

**Development Coordinator**

- Kat журчукова

**Production Coordinator**

- David Educator

**Diplomatic Connection**

- El Camino Country Club
- Carlsbad Inn Beach Resort
- Carlsbad Golf Center

**Artistic Director**

- David Educator

**Business Affairs Manager**

- Nick Cochrane

**Education & Outreach Manager**

- Crystal Miles

**Administrative Assistant**

- Leora Dunn

**Marketing & Communications**

- Carie Marriott

**Development Assistant**

- Megan Betts

**Board of Directors**

- Nick Cochrane
- Carol Conrod
- Janet Resler
- California Arts Council
- San Diego County

**Community Partners**

- Carlsbad Magazine
- The Chocolate Bar
- City of Carlsbad

**Community Partners**

- City of Carlsbad
- Carlsbad Golf Center
- Carlsbad Inn Beach Resort
- Carlsbad Village

**Community Partners**

- The Crossings at Carlsbad
- The Daily Beacon
- The Daily Independent
- The Daily Telegraph

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

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 1/3 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.

Several more classes were offered in FY18

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FINANCIAL GROWTH

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. $66k 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

CRITICAL SUCCESS

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

2018 CRAIG NOEL AWARD NOMINATIONS
From The San Diego Theatre Critics Circle: AWAKEN & SHINE (Outstanding Production), Outstanding Ensemble, AN ILLAD (Outstanding Solo Performance - Flick), BUDDY (Outstanding Lead Performance in a Musical - Paul Edky), HAMLET (Outstanding Lead Performance in a Play - Michaela Gschwind, Phyllis Taylor McAll Thompson)

EDUCATION & OUTREACH

2,000+ LOCAL STUDENTS SERVED
through NVA’s Education & Outreach programs: Kids Act, Veritext, 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 Veritext Documentary Theatre projects; 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.

BY THE NUMBERS

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 New Teatro Nuevo Events, 12+ New Community Events, 1 Annual Gala, plays, parties, VIP events, workshops, talkbacks, and more.