



# ANNUAL REPORT

FISCAL YEAR 2019

CENTRAL AND  
FOR THE  
ARTISTS



#### 2018-2019 BOARD MEMBERS

FIRST ROW (L TO R): Lisa Ungerleider, Secretary / Shauna Barbeau / Larry Preston / Donald Bachand / Honorable Daniel S. Opperman, Vice Chair

SECOND ROW (L TO R): Sheree Schattenmann / Mark Flegenheimer / Bridget Staffileno / Diane Postler-Slattery / Maureen Donker

THIRD ROW (L TO R): James Jenkins / Gael DeMartelaere / William Collins, Immediate Past Chair / Terri Trotter, Ex Officio / Honorable Stephen Carras, Chair

NOT PICTURED: Robert Sparling, Treasurer / Jane Palmieri

## LETTER FROM THE PRESIDENT

2019 was a significant year for the Center as we continue to help make the Great Lakes Bay Region the best place to live in Michigan.

Community partnerships are at the core of our work. Of significant note, we worked closely with the Midland section of the American Chemical Society as they celebrated their 100th annual meeting, collaborating with them on both an art and chemistry exhibit and with programming on our stages. Through a partnership with the Midland Alumnae Chapter of Delta Sigma Theta Sorority, we welcomed Collage Dance Collective from Memphis, a company leading the way in growing the careers of young dancers of color. And through collaborations with Dow, Perceptions, local high school groups and others, we dove deep into conversations about supporting the LGBTQ community in our region.

The commitment of community volunteers and participants continues to be astounding. Nearly 50% of the performances we put on stage are the result of local volunteer actors, singers, backstage technicians and creators. We have a dynamic group of advisors who participate in various programmatic advisory councils around the Center. Some highlights of their work include implementation of the GREENSEAT Pass by our new NextGen Council working to grow the participation of young professionals, and the creation of new youth theatre opportunities by committees of the Center Stage Theatre Advisory Council.

This report highlights the incredible work happening in art, science and history around the Center. It is a reflection of the creativity and passion that exists in this region. I hope you enjoy reading it.

Sincerely,

**Terri Trotter**  
President & CEO



## A CENTER BUZZING WITH ACTIVITY

The Center is a cultural hub, a community gathering place and a welcoming destination to discover and imagine with friends and neighbors. Programs across the Center are seeing strong attendance and new programs like our monthly Comedy Nights are enticing new patrons. Nearly 25% of all attendees to the Center are coming from outside the Great Lakes Bay Region.

## GAINING NATIONAL ATTENTION

For the first time in the organization's history, Midland Center ranks among the top theatre venues in the world in *Pollstar* Magazine's quarterly reports for tickets sold.

A sixth grade student at Jefferson Middle School and member of the Center Stage Youth Choir was selected to represent the State of Michigan in the National Children's Honor Choir.

Staff at the Center is representing the region with seats on two national boards – serving with leaders in the performing arts industry: the Association of Performing Arts Professionals and the Sphinx Organization.



## A WELCOMING EXPERIENCE FOR EVERYONE

Center Stage Theatre's production of *Joseph and the Amazing Technicolor Dreamcoat* welcomed families for a special relaxed theatre experience in a safe and welcoming environment in which to enjoy the performance.

“The Center made it possible for everyone in our community to experience this production, my son included.”

The Center got a facelift in 2019 as we installed a new marquee sign in front of our building, showcasing the many activities taking place in the building.



Heather DeGroot, Bel Canto youth choir director, with Will Trotter-Wright, chosen for National Children's Honor Choir



Joseph and the Amazing Technicolor Dreamcoat

Students wait to enter the mobile planetarium

## PARTICIPATION IN THE ARTS & SCIENCES

More youth are now performing on our stages through Beginning Stages, a new initiative with Peanut Gallery, doubling the amount of participation in our youth theatre programs.

Center Stage Theatre presented 11 sold-out performances of Joseph and the Amazing Technicolor Dreamcoat with over 50 volunteers on stage and behind the scenes.

Attendance continues to soar with more visitation to Spark!Lab<sup>®</sup> Smithsonian, employing inquiry-based learning techniques to help youth work through challenges, identify design solutions and create their own unique inventions.

## A GROWING RESOURCE FOR LOCAL SCHOOLS

The Center invested in a new mobile planetarium, exciting kids about planets, stars and exploration of outer space, while also increasing outreach of programs to over 5,000 local students.

School groups are now visiting our stages for student matinee performances of select productions within our season, exposing youth to performing arts experiences.

SPARK! LAB

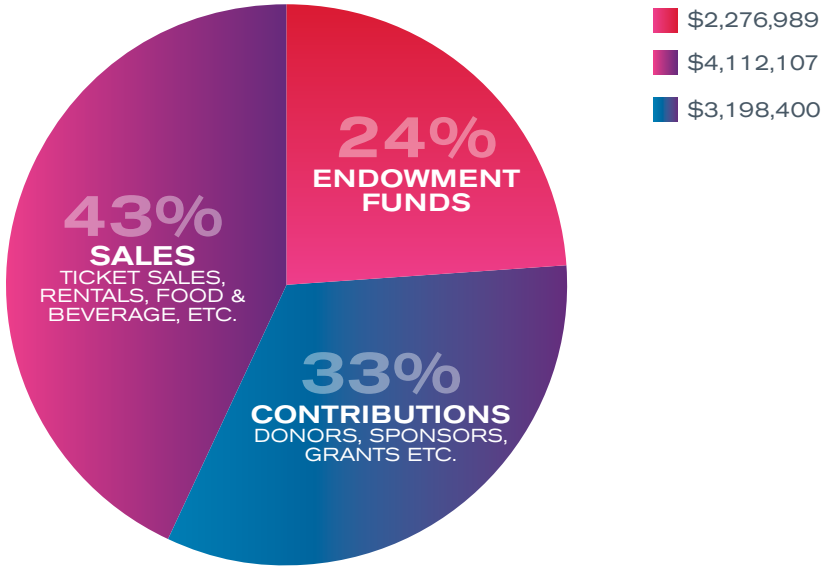
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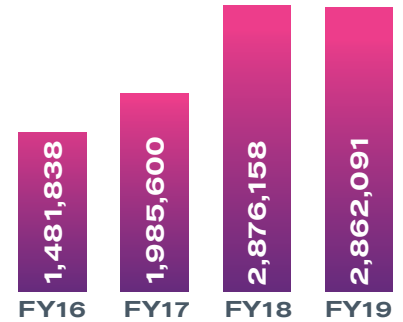
# FINANCIALS 2018/19

## REVENUE TOTAL OPERATING BUDGET / \$9,587,496

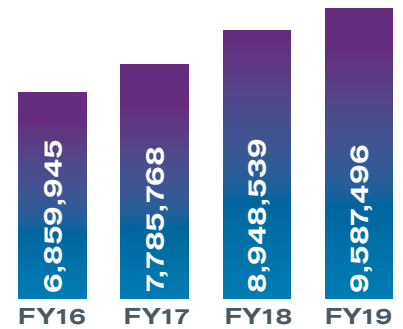


## YEAR OVER YEAR HIGHLIGHTS

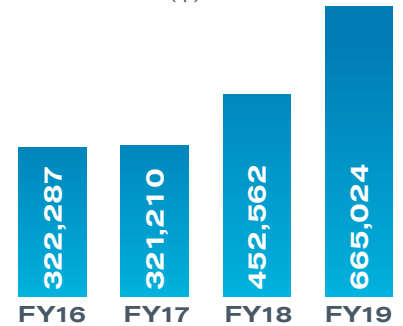
### TICKET SALES REVENUE (\$)



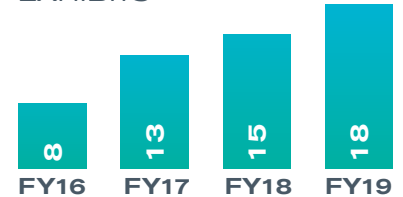
### OPERATING BUDGET (\$)



### F&B/FACILITY RENTALS REVENUE (\$)



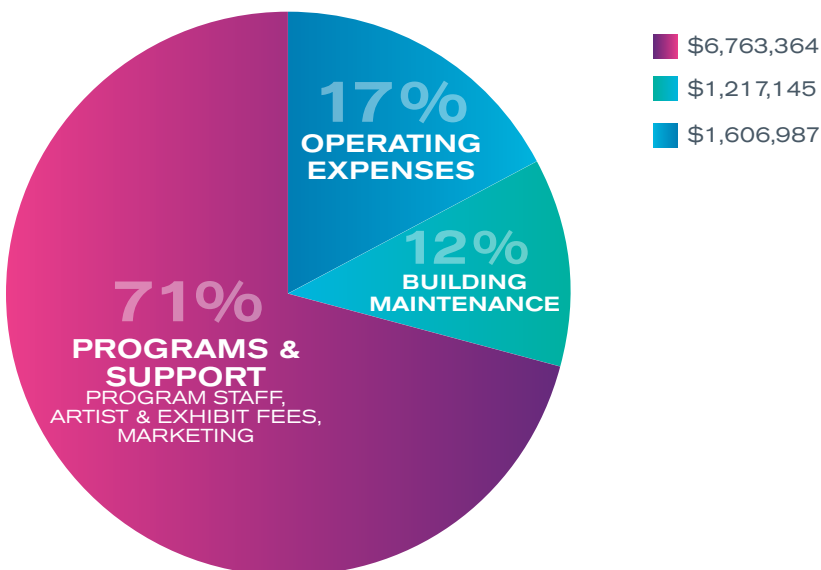
### ART, SCIENCE & HISTORY EXHIBITS



## THE CENTER IS IN HIGH DEMAND

- / Facility rentals and Food & Beverage Sales have doubled in the last 3 years
- / 48% of attendees came from outside Midland County and 1 in 4 travel to the Center from beyond the Great Lakes Bay Region

## EXPENDITURES TOTAL / \$9,587,496



# IMPACT BY THE NUMBERS

## ATTENDANCE & MEMBERSHIP

- 163,667** VISITORS
- 29,446** CHILDREN SERVED
- 120,779** TICKETS SOLD
- 64** LOCALLY-PRODUCED PRODUCTIONS
- 51,054** HOURS DONATED BY 635 VOLUNTEERS
- 1,054** MUSEUM MEMBERS
- 796** DONORS & SPONSORS
- 1 IN 3** TICKETS PURCHASED BY A NEW PATRON



**48%**  
VISITORS

COME FROM OUTSIDE  
MIDLAND COUNTY

**23% VISITORS**

COME FROM OUTSIDE  
THE GREAT LAKES  
BAY REGION



**25,441**  
STUDENTS

## EDUCATION & OUTREACH

- 84** CLASSES, CAMPS & WORKSHOPS
- 1,930** STUDENTS ATTENDED A MATINEE PERFORMANCE
- 3,744** STUDENTS VISITED THE MUSEUM FOR A FIELD TRIP
- 4,972** STUDENTS ENGAGED IN SCHOOL OUTREACH
- 14,287** SPARKILAB® PARTICIPANTS
- 508** FAMILY STEM NIGHT ATTENDEES
- 49** SCHOOL DISTRICTS SERVED
- 321** SCHOLARSHIPS AWARDED

## COMMUNITY IMPACT

- 73** PEOPLE EMPLOYED AT THE CENTER
- 677** LOCAL PERFORMERS ON STAGE & BACKSTAGE
- 635** VOLUNTEERS SERVING AS USHERS, EDUCATORS & OTHER SUPPORT
- 51,054** VOLUNTEER HOURS
- 16** TEACHING ARTISTS & 272 STUDENTS IN STUDIO SCHOOL

**\$14.5**  
MILLION  
ECONOMIC  
IMPACT



# ADDRESSING THE CIRCLES

## COVER ART BY ARMIN MERSMANN

Armin is the retired Senior Visual Art Curator and former Resident Artist at Midland Center for the Arts. He is an accomplished artist with a 45+ year career, and is best known for his graphite drawings and photography.

“The exterior ironwork on Midland Center for the Arts celebrates architect Alden B. Dow’s 1970s circle element, symbolizing the meshing of theater, visual art, history, science and music. This image is my own interpretation of Mr. Dow’s vision, reimagined for a new generation.”

MIDLAND  
CENTER  
FOR THE  
ARTS

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[midlandcenter.org](http://midlandcenter.org)