

The Carolina Theatre of Durham, Inc.

2009-10 Fiscal Year Report

Executive Summary

Executive Summary

In January 2010, the Carolina Theatre began the process of transitioning the leadership of the organization from outgoing President/CEO Connie Campanaro to Bob Nocek, the CTD's Vice President/COO, an experienced facility manager with a background in both non-profit performing arts and for-profit venue management.

Among the first changes of the new leadership was a change of ticketing systems to Ticketmaster. As the leading destination for online ticket sales in the world, Ticketmaster provides far greater marketing exposure than the prior system, Tickets.com. In addition, Ticketmaster's ARCHTICS software has enabled the CTD to consolidate its ticketing, fundraising and e-mail marketing databases into one comprehensive system, eliminating redundancy and potential for inconsistent information between systems.

Summary of Programming

The Carolina Theatre opened its Star Series in September with "I Love a Piano," a fundraiser that brought in over \$10,000 and enabled the CTD to purchase a Yamaha C7 piano later in the year, saving thousands in annual rental costs and generating additional revenue for use by rental clients.

The outstanding 2009-2010 Star Series included three of the highest-grossing shows ever at the Carolina Theatre. Chris Botti performed on consecutive nights in January; the Golden Dragon Acrobats performed four shows in two days, and Al Jarreau and the George Duke Trio closed out the season with a sold-out performance.

Popular and rock music performances in the season included a sold-out show by Train, George Thorogood and the Destroyers, Chrisette Michelle and Jewel. Comedy performances by Steven Wright and David Cross were top sellers. Other notable events included the nationally-renowned dance company Ailey II and 60s cultural icon and poet Gil Scott-Heron.

Our Arts Discovery Series, which presents daytime school shows for students at affordable ticket prices, included performances by Durham-based African American Dance Ensemble, Ailey II, Math Maniac, Golden Dragon Acrobats and more. Over 11,000 children attended Arts Discovery programming in 2009-10.

The Carolina Theatre continued its role as Durham's leading destination for independent film, screening nearly all of the Best Picture nominees in the expanded field of 10 films in the 2010 Academy Awards. Among the popular films screened in 2009-10 was Crazy Heart, the Hurt Locker, Up in the Air, An Education, and A Serious Man. The Carolina Theatre's established film festivals – NC Gay & Lesbian Film Festival, Nevermore horror festival, Escapism – and Retrofantasma, the nation's second longest-running genre film series made for a diverse year of programming that continues to represent the strongest independent film programming in the Triangle.

In addition, as outlined in the management agreement, the CTD actively promotes the Carolina Theatre to local, regional, national and international groups and promoters. Annual rental clients including the Full Frame Documentary Film Festival, Durham Savoyards, Durham Symphony, Triangle Youth Ballet, Mallarme, Chamber Orchestra of the Triangle once again hosted events at the Carolina Theatre.

Other notable rental events in 2009-10 included the Contemporary A Cappella Society's SOJAM Festival, a live broadcast by G105's Bob & the Showgram radio program, and the Durham Nativity School's benefit concert with Branford Marsalis.



Annual Report

MEMBER SUPPORTED PROGRAMS

The Carolina Theatre of Durham gratefully acknowledges the generosity of its many donors whose gifts, grants, and sponsorships make the breadth of our film, performing arts and education programs possible. We recognize support received between July 1, 2009 through June 30, 2010. We make every effort to ensure our donor list is accurate. Please let us know if we have made any errors or omissions by e-mailing development@carolinatheatre.org or by calling (919) 560-3040.

Corporations, Foundations and Government Support

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GlaxoSmithKline
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www.carolinatheatre.org/membership | 919-560-3030

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The Herald-Sun
Independent Weekly
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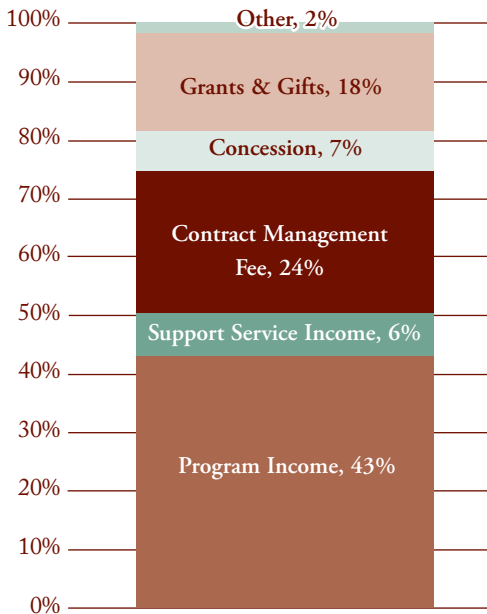
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Posh The Salon
The Regulator Bookshop
The Scrap Exchange
Sunny Acres Pet Resort
Toast
Ultimate Comics

Theatre Revenue Base 2009-10 (\$2.4 Million)



The Carolina Theatre,
An Economic Stimulus
\$7.74 million
Overall impact (value added)
to Durham's economy

\$1.24 million
Wages to Durham residents
and tax revenue generated



financial performance

	Year Ended 30-Jun-10	Year Ended 30-Jun-09
REVENUE & SUPPORT		
Program Income	\$1,043,874	\$1,033,944
Support Service Income	739,531	746,275
Concessions & Merchandise	163,433	149,902
Interest Income	65	1,344
Grants & Gifts	409,504	368,362
Other Earned Income	38,482	34,105
TOTAL REVENUE & SUPPORT	\$2,394,889	\$2,333,932
EXPENSES		
Management & General	399,609	358,281
Fundraising	70,999	76,506
Program Services	1,951,796	1,938,988
TOTAL EXPENSES	\$2,422,404	\$2,373,775
CHANGE IN NET ASSETS	(\$27,515)	(\$39,843)
NET ASSETS - beginning of year	\$104,714	\$144,557
NET ASSETS - end of year	\$77,199	\$104,714

A complete set of audited financial statements is available upon request

Highlights of the Year in Review

- Raised over \$10,000 through the I Love a Piano fundraising event and purchased a Yamaha C7 for the theatre, saving thousands of dollars in annual rental costs and increasing revenue through rental of the piano to organizations that use the Carolina Theatre.
- Presented three of the highest-grossing shows in the history of the Carolina Theatre: Chris Botti, Golden Dragon Acrobats, and Al Jarreau. Over 5,600 people attended the seven performances of these events.
- Sold out three shows – Chrisette Michelle, Train, and Al Jarreau.
- The North Carolina Gay & Lesbian Film Festival was the highest-grossing festival in its 14-year history, bringing in more than \$54,000 in ticket sales.
- Generated over \$68,000 net profit in concessions sales during the fiscal year, the largest in the theater's history.

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