

THANKS FOR A GREAT SEASON!

2012-13 ANNUAL REPORT



- Diary of a Worm, a Spider, and a Fly
- The Borrowers
- **Madeline's Christmas***
- Ticket to Toyland
- Tomás and the Library Lady

- George and Martha: Tons of Fun
- Lilly's Purple Plastic Purse
- A Year with Frog & Toad
- **Joseph and the Amazing Technicolor Dreamcoat***

**Premium Events*



Enriching the lives of children and their families through live theater and arts education.

Numbers Served in 2012-13

Public Show Attendance:
67,932 people

Memberships:
2,596 families

School Field Trips:
24,891 children

Workshops:
More than 1,050 workshops in more than 150 schools

Classes and Camps:
1,283 students
Approximately 57 students were enrolled in classes for children with special needs.

Teens 'N' Theater:
102 teen participants
987 show attendance

Note from Artistic Director Matt Gutschick

2012-13 was a year of exciting transitions! As a company with more than 65 years in our history, The Rose is poised for a bright future. We embarked on a strategic planning and visioning process that focuses our reach into the Omaha community. We did this while coming to work in a building receiving essential care thanks to a successful ongoing capital campaign.

Our commitment to accessibility promises to grow ever stronger while we proudly continue our artistic development. We continue to employ the best local and national artists to make vibrant theater for the young people of this region.

Many of those extraordinary artists are also company members at The Rose, engaging young people in our classrooms and at schools across the area. In 2012-13, we successfully completed a curriculum infusion project at Hillside Elementary which will help teachers use drama education to teach all manner of subjects for years to come. In its second full year of operation, our BROADWAY at The Rose program developed even further into a leading musical theater training conservatory.

Brian Guehring, our Education Director, received a field-wide honor for his contributions to youth theater, specifically the development of programs aimed at underserved students. The Rose Brigade show choir was also named one of the top eight performing groups in the entire country at this year's Junior Theater Festival!

Those are just a few of the highlights in an extraordinary year, my first with the company. I've been inspired by the staff, community and donors. We have much to look forward to, and much to be thankful for, namely you!



Financial Statement

Combined statement of financial position - May 31, 2012

| ASSETS | Omaha Theater Company | Rose Blumkin PAC Foundation | Total |
|--|-----------------------|-----------------------------|-------------------|
| Cash and cash equivalents | 1,277,347 | 71,030 | 1,348,377 |
| Investments | - | 14,542,391 | 14,542,391 |
| Due from (to) related organization | 3,000 | (3,000) | - |
| Unconditional promises to give: | | | |
| Unrestricted | 111,340 | - | 111,340 |
| Temporarily restricted | 5,000 | - | 5,000 |
| Total unconditional promises | 116,340 | - | 116,340 |
| Assets restricted for property/equipment purchase: | | | |
| Cash and cash equivalent | - | 2,827,137 | 2,827,137 |
| Unconditional promises to give | - | 192,173 | 192,173 |
| Total restricted assets | - | 3,019,310 | 3,019,310 |
| Accounts receivable | 16,743 | - | 16,743 |
| Prepaid expenses | 91,937 | 24,258 | 116,195 |
| Property and equipment | 720,406 | 4,310,927 | 5,031,333 |
| Intangible assets - net | - | 40,027 | 40,027 |
| TOTAL ASSETS | 2,225,773 | 22,004,943 | 24,230,716 |
| LIABILITIES & NET ASSETS | | | |
| Liabilities | | | |
| Accounts payable & accrued expenses | 244,426 | 30 | 244,456 |
| Deferred income | 266,267 | - | 266,267 |
| Total liabilities | 510,693 | 30 | 510,723 |
| Net assets | | | |
| Unrestricted | 1,643,972 | 18,985,603 | 20,629,575 |
| Temporarily restricted | 46,108 | 3,019,310 | 3,065,418 |
| Permanently restricted | 25,000 | 0 | 25,000 |
| Total net assets | 1,715,080 | 22,004,913 | 23,719,993 |
| TOTAL LIABILITIES & NET ASSETS | 2,225,773 | 22,004,943 | 24,230,716 |

Income and Expenditure Percentages

INCOME

| | |
|--------------------------------|-----|
| Earned | |
| Production..... | 22% |
| Touring..... | 0% |
| Education..... | 15% |
| Miscellaneous..... | 4% |
| Unearned | |
| Foundations & Individuals..... | 42% |
| Corporate..... | 7% |
| Rose Guild | 5% |
| Government Grants..... | 5% |

EXPENSES

| | |
|------------------------------|-----|
| Production | 30% |
| Education | 18% |
| Touring | 0% |
| Administration..... | 29% |
| Facility..... | 12% |
| Marketing & Fundraising..... | 7% |
| Miscellaneous..... | 4% |

Presented are the most recently audited figures. Final audited figures for the 2012-13 season will be available in late 2013.

Board of Trustees

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VP Production/Education: Susann Suprenant
VP Marketing/Development: Lori Scott
Secretary/By-laws: Todd Scholz
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Artistic Director: Matt Gutschick
Managing Director: Julie Walker
Contracted Advisor: Vic Gutman & Associates

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Thank you to The Rose Guild for its donation of \$155,000!

The Guild's 2012-13 fundraising activities included Breakfast with Santa, Rosebud memberships, and a souvenir boutique before and after each main stage performance. In addition, the Guild continued its tradition of an annual Rockin' Rosie gala event. This year's "Rosie Rocks the Luau" theme captured the imaginations of approximately 450 attendees, many of whom arrived in traditional Polynesian attire.

Special Thanks to the Sponsors of "Rosie Rocks the Luau"

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Rose Staff

Executive Staff

Artistic Director: Matt Gutschick

Managing Director: Julie Walker

Artistic/Production Staff

Acting Company: Sue Gillespie Booton, Kevin Ehrhart, Jennifer Ettinger, Brian Guehring, Michael Harrelson, Stephanie Jacobson, Michael Miller, Andy Saladino, Michael Wilhelm

Playwright in Residence: Brian Guehring

Literary Manager: Michael Miller

Production Manager: Jennifer Collins Hard

Technical Director: Grant Hilgenkamp

Costume & Make-Up Director: Sherri Geerdes

Costume Shop Foreman: CallyAnn Casteel

Audio & Lighting Designer: Kyle L. Toth

Properties Master: Ronald L. Wells, Jr.

Master Carpenter: Robert Hokanson

Contract Scenic Artist: Jennifer Lemke

Resident Stage Manager: Dani Taylor

Tech Intern: Emily Brown

Education Staff

Education Director: Brian Guehring

BROADWAY Director: Sue Gillespie Booton

Outreach Coordinator: Michael Harrelson

Youth Productions Director: Stephanie Jacobson

Teaching Artists: Kevin Ehrhart, Jennifer Ettinger, Michael Harrelson, Stephanie Jacobson, Michael Miller, Andy Saladino, Michael Wilhelm

DRAMA Instructors: Jim Hoggatt, Camille Metoyer Moten, Fran Sillau, Barrett Scroggs

BROADWAY Instructors: Katy Bezzy, Sue Gillespie Booton, Wendy Eaton, Kevin Ehrhart, Claire Goodwillie, Natasha Grimm, Nikki McMullen, Kevin Smith

Advanced Teaching Artist Interns: Kelsey Celek, Maddie Mardesen, Shannon Rgucidlo

Summer Advanced Theater Interns: Chris Freeman, Megan Friend, Dominique Fulton, Nicole Korpela, Dange Sanders, Shelby Seier, Jessica Vaught, Nik Whitcomb

High School Interns: Guadalupe Chairez, Maggie Fey, Molly Gaughan, Brad Hildebrandt, Michael Keefe, Steph Marsh, Annah Shipman, Aleyah Smith

Administrative Staff

Finance Director: Janelle Kupka

HR Coordinator & Accounts Payable Specialist: Carla Podraga

Facility Director: Scott Kupka

Facility Staff: Don Warren

Chief Information Officer: Kevin Ehrhart

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House Manager: Terry Jones

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Costume Rental Manager: Jill Maenner

National Tour Administrator: Jennifer Collins Hard

National Tour Public Relations: Cathy Martin, Mindy Nickla

Special thanks to the Theater's amazing Volunteer Corps!

National Tour



The Omaha Theater Company's national tour of *How I Became A Pirate* visited over 40 cities in 15 states. The company performed for thousands of children from coast-to-coast with shows stretching across the country from Washington to Maine.



2012-13 Season Shows



Diary of a Worm, a Spider, and a Fly

Dates: Sept. 7-23, 2012

Director: Rob Urbinati

Public Attendance: 7,727

School Field Trip Attendance: 4,336

"The [audience] reactions were just what director and cast must have hoped to see." — *Omaha World-Herald*

Sponsors:

Children's Hospital & Medical Center,
Wells Fargo, 101.9 The Big O,
Nebraska Arts Council,
Nebraska Cultural Endowment



The Borrowers

Dates: Oct. 19 - Nov. 4, 2012

Director: John Hardy

Public Attendance: 6,775

School Field Trip Attendance: 1,210

"I loved how the director created the 'illusion' of the Borrowers being smaller than the humans by using perspective. It was awesome!" — Audience Member

Sponsors:

Children's Hospital & Medical Center,
Q98-Five, Nebraska Arts Council,
Nebraska Cultural Endowment



Madeline's Christmas

Dates: Nov. 23 - Dec. 16, 2012

Director: Kevin Ehrhart

Public Attendance: 7,434

"The singing is strong and clear, scenery and costumes are both clever and colorful, the adult cast members are superb — and the girls, cast a little older this year, are impossible-to-resist charmers." — *Omaha World-Herald*

Sponsors:

Children's Hospital & Medical Center,
Hy-Vee, Hiland Dairy, 101.9 The Big O,
Nebraska Arts Council,
Nebraska Cultural Endowment



Ticket to Toyland

Dates: Dec. 26-30, 2012

Director: Michael Harrelson

Public Attendance: 6,375

School Field Trip Attendance: 934

"The audience participation and flow into the audience aisles were loved by our kids! Trolls are a new favorite at our house." – Audience member

Sponsors:

Children's Hospital & Medical Center,
Security National Bank, Nobbies, 101.9
The Big O, Nebraska Arts Council,
Nebraska Cultural Endowment



Tomás and the Library Lady

Dates: Jan. 25 - Feb. 10, 2013

Director: Cindy Phaneuf

Public Attendance: 6,083

School Field Trip Attendance: 457

"You know a play, especially one for kids, is a winner when it can offer the audience a good time while having an underlying message or lesson."

– *Omaha World-Herald*

Sponsors:

Children's Hospital & Medical Center,
First National Bank, Q98-Five,
Nebraska Arts Council,
Nebraska Cultural Endowment



George & Martha: Tons of Fun

Dates: Mar. 1-17, 2013

Director: Stephanie Jacobson

Public Attendance: 6,453

School Field Trip Attendance: 1,548

"It's a colorful musical with a lot of heart and humor. The style is very cohesive, so kudos to all involved in music, costumes, lighting, choreography, and the director for putting it all together in a neat package." – *The Daily Nonpareil*

Sponsors:

Children's Hospital & Medical Center,
Baird Holm, Q98-Five, Nebraska Arts
Council, Nebraska Cultural Endowment



Lilly's Purple Plastic Purse

Dates: Mar. 29 - Apr. 14, 2013

Director: Graham Whitehead

Public Attendance: 7,034

School Field Trip Attendance: 3,333

"Great storyline, sets and costumes. Always impressed with how you tell the story with minimal props/backgrounds. Even my 10-year old grandson loved the production!" – Audience Member

Sponsors:

Children's Hospital & Medical Center,
Omaha Steaks, 101.9 The Big O,
Nebraska Arts Council,
Nebraska Cultural Endowment



A Year with Frog and Toad

Dates: Apr. 26 - May 12, 2013

Director: Kevin Ehrhart

Public Attendance: 6,914

School Field Trip Attendance: 4,531

"Delightful! We loved all the characters, songs, dancing, and costumes. This was top notch!" – Audience Member

Sponsors:

Children's Hospital & Medical Center,
Runza® Restaurants, Q98-Five,
Nebraska Arts Council,
Nebraska Cultural Endowment



Joseph and the Amazing Technicolor Dreamcoat

Dates: May 31 - June 16, 2013

Director: Randi Collins Hard

Public Attendance: 5,313

"Rose Amazes with 'Dreamcoat' Update: Strong leads, innovative eye candy and kinetic staging distinguish this *Joseph*." – *Omaha World-Herald*

Sponsors:

Children's Hospital & Medical Center,
Mutual of Omaha, WOWT Channel 6,
101.9 The Big O, Nebraska Arts Council,
Nebraska Cultural Endowment

Classes & Programs

DRAMA at The Rose

DRAMA at The Rose classes promote creativity and provide students with a supportive environment to explore their talent and imagination. Classes include acting, directing, playwriting, improv, stagecraft, puppetry, filmmaking and more. Our 2012-13 schedule included themed Saturday morning classes, after-school drama classes, a comprehensive summer program featuring full and half-day camps, a "performing in a play" program and an overnight drama camp at Platte River State Park.

BROADWAY at The Rose

Introduced in 2011, The Rose's musical theater academy continued to provide students with a wide variety of offerings in theater, voice acting and dance. All classes culminate with a spring concert, and workshops with national guest artists, auditions and competitions are offered throughout the year.



Numbers Served:

DRAMA at The Rose: 1,026 students

BROADWAY at The Rose: 257 year-long students

More than 200 scholarships were offered during the season to students who otherwise could not afford tuition.

Classes for Children with Special Needs

The Omaha Theater Company is a leader in the field of drama instruction for children with special needs. Last season, The Rose served 57 students through its course offerings for children with autism, deafness or hearing impairments and developmental delays.

"I wanted to take a moment to send a quick email about what our son Ethan got out of the autism Star Wars class with the instructor Michael. First let me say, I am so grateful you have an autism spectrum class. We were so afraid when we sent Ethan and after seeing his first day, there were no more fears. Ethan has a hard time making friends, especially in school, but he did not in this class. It was small with many instructors and many helpers, so he felt right at home. The instructor Michael is amazing. Ethan has a hard time bonding, but he took to Michael quickly and we are now continuing acting and taking Michael's next class. Ethan made friends. He even had a play date with one of the kids he met through the autism acting class." - from the mother of a child with autism



Brigade & Transcendrix

The Rose Brigade

BROADWAY cast 41 students to perform in its fall and spring companies of The Rose Brigade. Each company performed pre-shows before select Rose main stage performances. The spring Brigade made its debut at the Music Theater International Broadway Jr. competition in Atlanta and won an Outstanding Performance award, ranking in the top eight out of 89 teams.

Transcendrix Dance Co.

Auditions in late August led to the formation of Transcendrix, a competitive dance team comprised of 22 students who made up three companies: mini, junior and senior. Transcendrix attended the nationally recognized "JUMP!" dance competition and convention in Kansas City Jan. 4-6. There, students took classes from dance greats like *So You Think You Can Dance's* Mia Michaels, Mandy Moore and Melanie Moore (2012 winner). One of the highlights of the weekend was when Transcendrix's tap piece "Love Shack," choreographed by Broadway Director Sue Gillespie Booton, was selected to perform at the ending gala performance.

Teens 'N' Theater

Teens 'N' Theater served 102 students during the 2012-13 season. Eight shows were produced including *Kaleta*, a collaborative production with the African Cultural Connection. Other highlights included *The Intern Project: Wiley and The Hairy Man*, which incorporated the use of physical and voice techniques to bring the script to life, and the world premiere of *The Journey* by the Young, Gifted and Black troupe.

2012-13 Teen Season

Intern Project: Wiley and The Hairy Man

Reel Movie Stars

African Cultural Connection-Kaleta

Pride Players: Project 14

Young Gifted and Black: The Journey

Young Directors Project: An Evening with Edgar Allan Poe

Broken Mirror #13

Young Playwrights Festival



Field Trips & Outreach

School Shows & Workshops

Underwriting from community supporters made it possible for The Rose to offer field trip performances at a substantially reduced rate that starts at only \$2.25 for students who qualified for their school's free lunch program. As a result, 24,891 students were able to attend one of The Rose's seven 2012-13 school field trip shows.

In addition to field trip shows, more than one thousand curriculum-based workshops were offered and more than 225 performances of touring shows such as *The Bully Show*, *Nebraskaland!* and *The Super Adventures of Nutrition Man and Dr. Exercise* were produced for students throughout the season.

Every Single Child

Every Single Child offers metro-area students in kindergarden through eighth grade a new and unique curriculum-based drama experience each year. During the 2012-13 season, 28,050 students from 66 schools participated in the program. Many underfunded schools were able to make the program available to their students for free, thanks to underwriting from community supporters.



"Thank you so much for this play. You have no idea the ripple effect this play can have and how it can affect kids. Thank you." – teacher at Rockbrook Elementary School

2012-13 Season Donors

This list reflects donors whose gifts were received Jan. 1, 2012 through May 8, 2013. Gifts received after May 8, 2013 will be acknowledged in next season's annual report.

Willy Wonka (\$50,000+)

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Little Red Riding Hood (\$100 - \$249)

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Capital Campaign Within Reach of \$6 Million Goal

The Rose Blumkin Performing Arts Center Foundation's capital campaign to raise the approximately \$6 million needed for a variety of restoration projects and upgrades has entered its final phase. To date, \$5,535,829 has been donated with gifts ranging from \$5 to \$2 million. Community support is still needed to raise the remaining \$510,528 required to make critical repairs to our beautiful home.

Much work has already been completed including the repair or replacement of more than 400 terra cotta exterior ornaments; tuck pointing and re-pointing of exterior brickwork; installation of energy-efficient windows; installation of a new roof drainage system; and the purchase of a new touring van.

Several projects remain, including the work currently underway to install new copper and repair the underlying wood structures on The Rose's three domes. Replastering and repainting the ceilings in the lobby and mezzanine will take place following the completion of the dome work. In addition, The Rose's scene shop will receive a new roof and the theater's main stage lighting will be upgraded as part of the capital campaign.

We wish to extend a big THANK YOU to the many generous donors who have already contributed to the campaign. For information on making a gift, please contact Julie Walker at juliew@rosetheater.org.

Special Thanks to Our Sponsors!

The value of sponsors and underwriters to The Rose Theater and its mission to enrich the lives of children and families through live theater and arts education cannot be overstated. Their support is vital to the continued success of The Rose Theater, and we would like to take this opportunity to say "thank you" for being our partners during the 2012-13 season!

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