THE GRAND

A not-for-profit arts organization

SHARE THE JOY
PROVIDING LEADERSHIP AND MOMENTUM

Fiscal year 2018 saw The Grand’s first transition in board leadership in eleven years. We celebrated outgoing chairman Skip Pennella, and welcomed our new chairman Brian DiSabatino, incorporating new priorities and approaches into the ongoing operation of The Grand.

One important initiative was to re-energize the Grand Trustees, which was accomplished by creating a closer connection with our Board of Directors through a new liaison position and committee work. New volunteers have joined our ranks, with Trustees now numbering 60 members, and the Show Corps continued its growth to an impressive 245 ushers.

Staffing changes included some layoffs (necessary for a tightened budget) and outsourcing the human resources position, balanced by positive energy from new department heads in development and finance. The Grand’s management team continued to strengthen public awareness of our multiple venues and buildings in the midst of increased market competition, and provided sector leadership within the arts community and a downtown that is still in major transition, helping to ensure a very bright future for Wilmington.

A WATERY DILEMMA

During a cold snap in January 2018, The Grand Opera House and The Playhouse on Rodney Square experienced concurrent flooding caused by burst pipes that damaged theater equipment, floors and ceilings in several spaces, and rendered the music school inoperable. The institutional response was tremendous. Operations teams in both buildings responded quickly to the crises, thereby preventing even greater damage. Our crews provided documentation for insurance reviews, team members collaborated to relocate music lessons, and development staff delivered a successful emergency appeal that raised $70,000, including a generous match from Mrs. Tatiana Copeland. The Show Corps alone contributed $10,000 in flood relief funds. Overall, we had a swift turnaround in getting the theater back in working order and were able to refinish three spaces within The Grand: Wesler Room, Sarah Bernhardt Salon and the Arts Academy.

STEWARDING OUR BUILDINGS

The Grand and Playhouse technical crews continued to deliver consistently good work behind the scenes. This season saw mostly flawless load-ins and load-outs, despite having The Playhouse loading area cut in half due to a crosswalk next to the Hotel DuPont. The hotel staff supported events by facilitating the comings and goings of our audiences through their lobby and helped to provide a good experience for all visitors.

Thanks to generous grants from the Presser and Longwood Foundations, our operations department was able to repair and refurbish the windows that line the façade of The Grand and 824 alley, providing energy cost-savings and improved comfort to our visitors. Our technical crew worked simultaneously to restore the façade lighting and found replacement parts for an aging system in the process.

Other technical improvements included the donation and installation of a new front-of-house PA system and line array speakers in the baby grand theater and lobby, thanks to Community Pro; and through professional (and familial) connections, we replaced our old Marley dance floor with six rolls of top quality Marley at no cost to The Grand.
IMPROVING OUR FINANCIAL POSITION

The Grand’s marketing team increased efforts in digital marketing strategies that proved to reach a broader audience. Our website redesign provides a responsive approach that functions on all platforms, and makes it possible for Broadway patrons to order subscriptions online. The easy-to-use search functions help customers find the entertainment they want at all three venues. Progress is expected to continue with the hiring of industry experts from TRG Arts, an outside consulting firm, thanks to special funding made possible by the Delaware Secretary of State’s office.

Reconfiguring the finance office enabled the department to revise financial statements, create new metrics, and improve reports for more detailed financial analysis and better forecasting, especially with regard to ticket sales.

The development team shifted their focus to creating win-win sponsorship opportunities with value-added benefits and meaningful collaborations. The department has seen a 125% increase since FY15 in grants, corporate gifts, and federal funding. Community programming initiatives have helped the organization establish relationships with new funders. The 2017 Grand Gala continued its three-year trend of increasing income and surpassed its budget goal, raising more than $175,000 in support of our arts education and community engagement programs.

EXTENDING OUR REACH

The Grand’s Stages of Discovery program featured educational performances in all three venues and reached record numbers with more than 25,000 attendees. A memorable performance was presented in partnership with the Delaware Art Museum: Step Afrika’s The Migration, Reflections on Jacob Lawrence. That collaboration, which also included Delaware Institute for the Arts in Education, filled two school matinees and a public show with enthusiastic audiences.

We also welcomed more families to The Grand with the launch of sensory-friendly performances. Two shows were presented as Sunday matinees specifically designed for individuals on the autism spectrum. This initiative was supported by valuable partnerships with Autism Delaware and Easterseals, attracted several new grants, and was greatly appreciated by first-time audiences.

The Grand was very pleased to share the joy of the arts with many other segments of our community. Our sixth season of Summer in the Parks with the City of Wilmington presented 48 events for nearly 2,600 youth and their families. Other programs included: Grand Galleries and Art Loops; Grand Baile (Latin), Mambo and Ballroom dance nights; Musikarmageddon XI and Solo competitions; DanceWorks! with First State Ballet Theatre; Broadway outreach; Summer Explorers; and more.

BY THE NUMBERS

(actuals for August 1, 2017 – July 31, 2018)

<table>
<thead>
<tr>
<th>Category</th>
<th>Performances</th>
<th>Attendees/Spectators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Music and Variety:</td>
<td>67</td>
<td>42,298</td>
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<tr>
<td>Broadway Series:</td>
<td>42</td>
<td>28,514</td>
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<tr>
<td>Community Engagement:</td>
<td>125</td>
<td>35,566</td>
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<tr>
<td>Rentals:</td>
<td>66</td>
<td>15,200</td>
</tr>
<tr>
<td>Total:</td>
<td>300</td>
<td>121,578</td>
</tr>
</tbody>
</table>
WHERE THE MONEY COMES FROM:

- 65% Over 96,000 ticket buyers who attend our shows
- 21% Individuals, Sponsors, Grants and Special Events
- 7% Local business and community organizations who use our facilities for their own events
- 7% Interest income from endowments

WHERE THE MONEY GOES:

- 52% Keeping the shows you love on our stages
- 14% Providing the best possible communication and service to our loyal customers
- 12% Preserving and maintaining our historic theaters
- 12% Ensuring sound financial management and overall stewardship of this community asset
- 6% Developing financial support from the community
- 4% Serving our community with arts education and outreach programs

Another clean audit! Fieldwork for the Fiscal Year 2018 audit is scheduled to begin October 29th.

FY2018 Results (Unaudited):
Total Operating Income: $7,314,137 | Total Operating Expenses: $7,740,251 | Net Operating Deficit: $426,114

The financial report for the 2017-18 season is subject to a final audit. A copy of the FY17 audit can found on our website.
2017-2018 BOARD OF DIRECTORS

Brian DiSabatino* - Chairman
Francis J. “Skip” Pennella* - Chairman
Joseph A. DePaula, Jr.* - Vice Chairman
Jeffrey M. Schlerf, Esq.* - Secretary
Carol DiLuzio* - Treasurer
Mark Fields* - Executive Director - ex officio

Cleon L. Cauley, Sr.
Tatiana B. Copeland*
Bruce Colbourn
Frederick J. Dawson
Catherine Dean*

Drewy Nash Fennell
David Ley Hamilton, Esq.
LaVerne Harmon, Ph.D.
Robert V.A. Harra, Jr.*
Roger D. Kirtley

Lischele Knight
Ellen K. Levin
Andrew M. Lubin
William S. Montgomery
Domenic Pedante

Salvatore J. “Chip” Rossi, Jr.
Enid Wallace-Simms*
Joe Westcott
*Members of the Executive Committee

2017-2018 GRAND TRUSTEES

Dick Baumbarger
Sandra Bilany-Waltz
Randall G. Burton
Carmen Crews-Hart
David A. Crout
Twyanda LaVonne Cuffy
Michael Czupryna
Carlos De Los Ramos
Joe del Tufo
Robert Dewey
Dr. Lanny Edelsohn
Dr. Jacqueline B. Faulcon
Kari Garratt
Kirk Noel Garratt
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Arreon Harley
Diliana Henry
Marcus Henry
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Shaila Kapur
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Julie Topkis-Nason
William J. Wade, Esq.
Beth Wells
Susanne Williams

GRAND STAFF

Mark Fields, Executive Director
Stephen M. Bailey, Managing Director of Programming

Jason Adoo
Maryetta Binder
Amy Watson Bish
Ernie Bouey
Carnell Brown
Patrick Byrd
Kadeem Collins
Na’im Coston
Terry Cruz
John Curall
Larry Dean
Michael S. Drzik
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Shaun Dougherty
Genevieve Fanelli
Jennifer French
Howard Fulton
Jay Geller
Elaine Gropp
Ray Harrington
Othell Heaney
Gary Irving, Sr.
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Chris Jones
Chaka Hollis
Matthew Hubner
Terri Kilgoe
Margaret Kirtlin
Melissa Leatherbury
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Paula Lockhart
Christine Maiese
Pamelyn Manocchio
Stephen Manocchio
Rosalind Maxwell-Boyd
Julian McCants
Sophie McCarthy
Laura Moss
Yolanda Murphy
Robert Parker
Leizel Parks
Eva Lynn Penn
Elaine Perkins
Barry Polish
Nancy Powel
Annette Rabasca
Irvin Rockmore
Ward Raison

Adam Rodenboh
Sydney Root
Allyson Sands
Stacy Slocum
David Sokolowski
Essie Stephens
Natalie Stephens
Rashunda Smullen
Andy Truscott
Vernon Vassallo
Bob Weir
Lamin White
Brittany Woodard
J.C. Yeatman

as of 7/31/2018