

## Asolo Theater Inc



## SUMMARY

### Mission

The mission of Asolo Rep is to “engage and inspire audiences with extraordinary theatrical experiences created with vision, passion and artistry and enhanced by deeply integrated education and community outreach programs.” and we continually strive to fulfill this mission through the following major goals:

- Produce bold, compelling work in a creative, nurturing home for resident and guest artists
- Give a diverse audience access to world-class productions and public programs
- Develop and present new work, and embrace innovation in artistry
- Engage youth throughout the region and state to experience, discuss and create live theatre
- Foster the next generation of American theatre artists through our partnership with the FSU/Asolo

### Conservatory for Actor Training

As one of the nation’s only regional theatres to stage performances in true rotating repertory, Asolo Rep’s unique method challenges artists while giving resident and visiting audiences access to multiple shows in the span of a few days. Each season comprises a full nine months of productions, as well as a variety of supporting public programs (*Inside Asolo Rep, IllumiNation, Tuesday Talkbacks, Meet the Actors, The Scoop Pre-Show Conversations, Family Days, Unplugged Festival of New Plays, Faces of Change* and more) designed to enhance and deepen the experience for audiences.

## Contact Information

<b>Primary Address</b>	5555 N Tamiami Trail Sarasota, FL 34243-
<b>Phone</b>	941 351-9010
<b>Email</b>	asolo@asolo.org

<b>Website</b>	www.asolorep.org
<b>Facebook</b>	AsoloRep
<b>Twitter</b>	asolorep

## General Information

<b>Nonprofit</b>	Asolo Theater Inc
<b>Organization Does Business As (DBA)</b>	
Asolo Rep	
Asolo Repertory Theatre	
<b>Tax Exempt Status</b>	Public Supported Charity
<b>Incorporation Year</b>	1959
<b>Community Foundation Conducted a Site Visit</b>	Yes
<b>State Charitable Solicitations Permit</b>	Yes Feb 2018
<b>State Registration</b>	Yes 0

# BACKGROUND & NEEDS

## Impact Statement

Recent key achievements include:

- In June 2017, Asolo Rep completed its 5-year American Character Project, an exciting artistic framework for our works on stage and community engagement programs. The initiative captured the imaginations of our audiences, and Asolo Rep is experiencing the highest subscription and single ticket levels in our history.
- Asolo Rep's touring production of *Hamlet* reached 17,359 students in fall 2016, a record number for this annual tour that inspires students in 8-counties with a modernized version of a Shakespeare classic.
- In January 2017, The Wall Street Journal's renowned arts critic Terry Teachout returned to Asolo Rep, praising the production *Born Yesterday*, stating, "Sarasota's Asolo Repertory Theatre has done the honors with a version directed by Peter Amster that is consistently winning. If they'd done *Born Yesterday* like this on Broadway six years ago, it'd still be open."
- In June 2016, direct from the U.K., Asolo Rep presented the American premiere of *Hetty Feather*, based on the children's novel by bestselling author Jacqueline Wilson. *Hetty Feather* marked Asolo Rep's first presentation in an ongoing initiative to provide family and youth driven programming during the summer months. Asolo Rep's production of this 2015 Olivier Award nominee for Best Family Entertainment featured the original direction by Sally Cookson. Asolo Rep followed up *Hetty Feather* with *Twenty Thousand Leagues Under the Sea* in June 2017, and engaged in extensive community partnerships to enrich the audience's theatrical experience, and gave more than 1,000 kids and families from less-advantaged backgrounds complimentary tickets to the production, as well as copies of the book to further inspire them.

## Needs Statement

- 1) Support for the eight productions in the 2017-2018 season. Donor contributions and grants are being cultivated for *Evita*, *Shakespeare in Love*, *Morning After Grace*, *Rhinoceros*, *Roe*, *Gloria*, *Ragtime*, and *Jungle Book*.
- 2) Support to expand Education & Community Outreach initiatives, including *Youth Access to the Arts* initiatives, comprised of: the *Main Stages* program and the *Shakespeare On Tour* program. Other Education and Community Outreach programs include: the *Kaleidoscope* performing arts training program for youth and adults with disabilities; *Faces of Change*, an original documentary theatre project that explores social issues in the local community, connecting them to conversations presented on our stages; OUT@AsoloRep, which connects and celebrates the LGBT community while supporting the arts; and Family Days, offering subsidized tickets packages for families, as well as family-friendly activities prior to the performance.
- 3) Support to continue growing the Endowment, thereby providing a reliable source of annual operating revenue for facilities, programmatic and administrative costs.
- 4) Individualized and programmatic support for the graduate students in the FSU/Asolo Conservatory for Actor Training.

## Background Statement

Asolo Rep was established in 1959 as the Asolo Theatre, when a group of artists and Florida State University faculty members began a professional nonprofit theater company in Sarasota. Originally based on the Ringling

Museum grounds, Asolo Theatre was named for the jewel-box performance space imported from Asolo, Italy. By the late 1980's, Asolo Theatre had outgrown its Ringling home, and built a new 89,000 square foot performing arts center adjacent to the Ringling campus. To keep its tradition of performing in an intimate, European-style venue, Asolo Theatre purchased Scotland's Dunfermline Opera House, reconstructed it inside the new facility, and re-named it for its benefactors Harold and Esther Mertz. The 500-seat Mertz Theatre is the magnificent setting for Asolo Rep's mainstage productions each season. A partner to Asolo Theatre since its founding, FSU purchased the performing arts facility in the early 1990's.

The company was newly branded as Asolo Repertory Theatre (Asolo Rep) in 2006, and under the leadership of Producing Artistic Director Michael Donald Edwards and Managing Director Linda DiGabriele, has achieved strong artistic and financial integrity. Asolo Rep's ability to produce world-class theatrical experiences with some of the finest talent of the American Theater is enhanced by owning the Robert and Beverly Koski Production Center. Established in 2010, the center houses the Joan Armour Mendell Scenic Studio--one of the most prolific set-building operations in the Southeast--as well as Asolo Rep's extensive props and costumes collections, and the Ted Weiller Rehearsal Hall. Asolo Rep also thrives from its partnership with the FSU/Asolo Conservatory for Actor Training, which since its founding in 1973, has evolved into a top ten graduate program. This unique educational partnership prepares the next generation of actors for the American stage, while providing an added corps of talented artists for Asolo Rep productions each season.

Each season comprises a full nine months of productions, as well as a variety of supporting public programs (*Inside Asolo Rep*, *IllumiNation*, *Tuesday Talkbacks*, *Meet the Actors*, *The Scoop Pre-Show Conversations*, *Family Days*, *Unplugged Festival of New Plays*, *Faces of Change* and more) designed to enhance and deepen the experience for audiences.

## Statement from the Board Chair

On behalf of the Asolo Repertory Theatre's Board of Directors, I am pleased to welcome you to our 58<sup>th</sup> season, the fifth and final year of our American Character Project. This unique programming arc, devised by our creative Producing Artistic Director Michael Donald Edwards, has brought Asolo Rep great recognition in the national theatre community. Locally, we have had the privilege of enjoying the many plays that reflect the special nature of America's exceptional and ongoing effort to make a more perfect union.

Over the past four years, through musicals, comedies and dramas, we have examined many aspects of our history and society, from the grit and determination of our Founding Fathers in 1776—through to our present day society. The season begins with *Guys and Dolls*, which is the favorite of many and considered one of the best American musical comedies of all time. Next, as a sequel to last season's *All The Way*, *The Great Society* continues Robert Schenkkan's exploration of the turbulent years of Lyndon Johnson's presidency and reminds us how the country has dealt with challenges such as the war in Vietnam. The play examines Johnson's vision and implementation of a Great Society, which resulted in Medicare and many other social programs. *The Originalist* provides insight into one of America's greatest jurists, Antonin Scalia, whose opinions continue to shape the country and influence the American character. These works explore two men whose visions do not necessarily coincide, but who, in their own ways, represent some of the many core characteristics of America past and present. The season continues to surprise with *The Elaborate Entrance of Chad Deity*, a unique combination of physicality and comedy, which brings the audience directly into a wrestling ring in the Cook Theatre.

These are just a few of the very special choices and treats we have in store for you this year. Take the opportunity to review our entire schedule for 2016-17-- I know you will appreciate the diverse lineup we are presenting this season. Please let us know what you think! Enjoy, enjoy, enjoy!

## Statement from the CEO/Executive Director

During the past four seasons of the American Character Project, Asolo Rep has explored our national and

individual roots, transformative historical and political events, and unique people who've each embodied a facet of the elusive concept of what it means to be "American."

As we embark on the Project's fifth season, this theatrical experiment – much like the country itself – continues to evolve. We've told amazing stories, but we're acutely conscious that there are so many more to tell, and so many more voices that must be brought into the ongoing cultural dialogue.

This season's shows are linked together by a series of larger than life personalities – from the colorful gangsters of *Guys & Dolls*, to the iconic political figures of *The Great Society* and *The Originalist*, the dynamic women at the heart of *Born Yesterday* and *The Little Foxes*, and the over-the-top sports heroes of *The Elaborate Entrance of Chad Deity*, not to mention the unforgettable beatniks who populate the world premiere musical *Beatsville*. While any character has the potential to be larger than life, those that truly are possess more than just big personalities. They've been molded by extraordinary circumstances and the scope of their stories is both universal and yet instantly, intimately relatable.

The plays and musicals of the American Character Project provide the means through which we examine who we are, where we are, when we are. But this collaborative journey would be incomplete without you, the audience. You are going to be thrilled, engaged and moved, and you will recognize yourselves in each of these shows.

## Areas Served

FL- Sarasota

FL

State Wide

National

## Service Categories

**Primary Organization Type**

Arts,Culture & Humanities

**Secondary Organization Type**

Arts,Culture & Humanities

**Tertiary Organization Type**

Arts,Culture & Humanities

# PROGRAMS

## Artistic Programs

### **Description**

The 2017-18 season will feature: the beloved Andrew Lloyd Webber and Tim Rice musical *Evita*, directed and choreographed by Josh Rhodes; the romantic theatrical epic, *Shakespeare in Love*, based on the screenplay by Marc Norman, adapted by Lee Hall, directed by Rachel Rockwell; Carey Crim's hilarious and heartwarming new comedy, *Morning After Grace*, directed by Peter Amster; *Rhinoceros*, Eugene Ionesco's absurdist masterpiece, adapted and directed by Frank Galati; *Roe*, Lisa Loomer's lively exploration of the landmark case Roe v. Wade, directed by Lavina Jadhvani; *Gloria*, a fierce yet biting funny workplace satire by Branden Jacobs-Jenkins, directed by Greg Leaming; the sweeping musical, *Ragtime*, music and lyrics by Stephen Flaherty and Lynn Ahrens, and book by Terrence McNally, directed by Peter Rothstein; and the world premiere of *Jungle Book*, a new, visually stunning adaptation of Rudyard Kipling's book, created by Craig Francis and Rick Miller, produced by KIDOONS/WYRD Productions.

### **Budget**

\$6,421,868.00

### **Category**

Arts, Culture & Humanities, General/Other Theater

### **Program Linked to Organizational Strategy**

Yes

### **Population Served**

General/Unspecified

### **Short Term Success**

- 1) Create a bridge from the "American Character Project" – a thematic framework that informed all of Asolo Rep's show selections for five seasons – to a new artistic phase. The 2017-18 season, "Staging Our World," will retain elements of the "American Character Project" while also embracing works that explore social and cultural landscapes that shape a comprehensive worldview.
- 2) Broaden the audience base, producing challenging and thought provoking new works alongside reinvented classics;
- 3) Bolster Asolo Rep's national reputation as a regional theatre, and as a creative springboard for new and nascent theatrical productions, through press and marketing strategies that focus on a wide variety of media, including social media;
- 4) Offer nine months of artistic programming, benefiting the community well beyond the end of "peak" tourist season;
- 5) Maximize the technical capabilities of the costume shop and scene shop at the Robert and Beverly Koski Production Center.

## **Long Term Success**

Asolo Rep's long-term vision of success is to enrich lives through compelling theatrical experiences created in a collaborative and adventurous environment against an institutional backdrop of cultural inclusiveness, effective communication, ethical behavior, highest artistic standards, innovation, commitment and fearlessness. Asolo Rep is committed to cultivating and advancing the landscape of the American theatre by providing a nurturing home for all artists and creating a vibrant new play development program.

## **Program Success Monitoring**

- 1) The Producing Artistic Director selects shows each season to interest and intrigue audiences. Success is measured by positive critical reviews, and by monitoring audience trends through ticket purchasing information. The overall audience experience is measured through House Management reports, and through direct feedback and surveys.
- 2) The Managing Director, Development Director and Production Manager, with the Board, ensure the continued expansion of the theatre's technical capabilities. Success is monitored through the ability to expand production capacity through investments in new facilities and equipment upgrades on the stage and in the scene shop.
- 3) The General Management and Company Management team surveys visiting artists to gain feedback and improve the artist experience.
- 4) The Director of Marketing and Public Relations Manager, with Education and Community Outreach staff, are charged with sustaining and building community involvement and support for our work.

## **Program Success Examples**

- 1) In the 2016-17 season, Asolo Rep engaged over 120,000 audience members.
- 2) Approximately 600 volunteers donated nearly 30,000 hours of their time as ushers or other support staff.
- 3) Asolo Rep's IllumiNation program continues to engage more racially diverse members of the community to participate as audience members, and as attendees and panelists for public programs.
- 4) Asolo Rep brings in over 100 guests artists each season, who give consistent feedback that working for Asolo Rep is a rewarding and challenging professional experience.
- 5) Asolo Rep has received capital gifts and grants to: acquire 12 condos for guest artist housing; expand the Robert and Beverly Koski Production Center Campus; acquire new administrative and meeting space at the foot of our campus – the Herman and Sharon Frankel Asolo Rep Annex, and to make stage modernization upgrades including a turntable, underground lift, and a state-of-the-art sound system.

## Access to the Arts: Main Stages and On Tour

<b>Description</b>	Since its inception, Asolo Rep has committed to serving families, students and educators in our community. Student education programs, <i>Main Stages</i> and <i>On Tour</i> reach thousands of students each season. <i>Main Stages</i> invites students from primarily within the community to experience Broadway-quality performances at Asolo Rep; and <i>On Tour</i> takes a Shakespeare production on the road, serving students at middle/high schools and community venues throughout the state. 71% of students who returned surveys after participating in an Asolo Rep student Education program last season indicated they had never seen or rarely see live theater; after attending an Access to the Arts performance, over 84% said they would want to see more. Both programs feature customized educational tools including teacher training, workshops, study guides, and post-show discussions.
<b>Budget</b>	\$0.00
<b>Category</b>	Arts, Culture & Humanities, General/Other Theater Arts Instruction
<b>Program Linked to Organizational Strategy</b>	Yes
<b>Population Served</b>	Adolescents Only (13-19 years) K-12 (5-19 years)
<b>Short Term Success</b>	<ol style="list-style-type: none"><li>1) Serve a wide constituency of youth and their families, with an emphasis on reaching underserved groups throughout our region.</li><li>2) Provide access to the theatre's <i>Main Stages</i> and <i>On Tour</i> programs through subsidized tickets and/or free school performances for schools throughout our region.</li><li>3) Maintain excellent liaison relationships with school administrators and teachers.</li><li>4) Provide experiences that are personally meaningful and educationally rich for Florida students through exposure to the performing arts.</li></ol>
<b>Long Term Success</b>	Both <i>Main Stages</i> and <i>On Tour</i> are designed to welcome students into the mesmerizing world of live theatre and to supplement their experience with professional insights into each production, cultivating in them a deep appreciation for the arts. Asolo Rep's artistic leadership carefully selects works that represent the best in theatrical literature and make history, social and political events, and all aspects of the human and American character come to life. Asolo Rep also seeks to provide first-rate tools for teachers to convey required knowledge and skills about the literary arts, theatre and social studies in conjunction with performances. Students are asked to respond to themes and ideas, thereby building critical thinking and interpretive skills that can be difficult to teach but applicable and relevant to many academic subjects and careers.
<b>Program Success Monitoring</b>	<ol style="list-style-type: none"><li>1) Education staff monitor the number of students, teachers, schools and venues that participate in each program through ticket counts, audience counts, and completed contracts with schools and venues.</li><li>2) Education staff distribute and collect student and teacher questionnaires, which monitor student and teacher exposure to the theatre and gauge their appreciation and understanding of the production and how it relates to Next Generation Sunshine State Standards.</li></ol>

## Program Success Examples

1) In 2016-2017, Asolo Rep's *Access to the Arts* initiatives engaged nearly 19,000 students in nine Florida counties from a diverse range of socioeconomic and ethnic backgrounds. Feedback was overwhelmingly positive; one educator stated, **"One of my students who's generally not very motivated or vocal in school told me that the visit to *Born Yesterday* was her best day of all three years of middle school."**

2) In 2015-2016, nearly 600 students were surveyed after participating in *Access to the Arts*. Of those surveyed, over 60 percent indicated they had never or rarely seen live theatre, and after attending an *Access to the Arts* performance, nearly 90 percent said they would like to see more. *Access to the Arts* continues to seek to address this deficiency.

3) In February 2012, Asolo Rep's *Access to the Arts* program won WEDU's "Be More...Enriched Arts & Culture Award" for culturally-based organizations that contribute to the spirit of adventure and exploration through education in the arts, and bring rich and engaging experiences to audiences who might not otherwise have opportunities to witness or be an active participant.

## FSU/Asolo Conservatory for Actor Training

<b>Description</b>	Asolo Rep's mutually supportive partnership with FSU has fostered the Conservatory's development as one of the most unique programs of its kind in the country. Being based at Asolo Rep is the Conservatory's competitive advantage in attracting top talent. Twelve students are selected annually from over 1,000 applicants nationwide, and Asolo Rep works diligently to secure all funding for the Conservatory's Student Fellowship and London-based study abroad programs. In addition to their classes, Conservatory students' rigorous three-year program includes: understudy experience, backstage and front-of-house work for the mainstage company in their first year; a four-production season in the Cook Theatre in their second year followed by a six-week summer study program in London, and a regional tour in their third year prior to joining Asolo Rep's mainstage company members, performing a variety of roles throughout the season.
<b>Budget</b>	\$301,370.00
<b>Category</b>	Arts, Culture & Humanities, General/Other Theater Arts Instruction
<b>Program Linked to Organizational Strategy</b>	Yes
<b>Population Served</b>	Adults
<b>Short Term Success</b>	Demonstration of students' achievements through performances in the four-show Conservatory season, on the <i>New Stages</i> tour, and alongside Asolo Rep actors in the annual repertory season.
<b>Long Term Success</b>	The unparalleled opportunities to perform on stage allow every FSU/Asolo Conservatory student to graduate with Actors Equity eligibility. Over the past three decades, the Conservatory has produced actors that work on New York stages, in regional theatre houses and national tours, and in feature films. They also have appeared on television in such productions as <i>24</i> , <i>Without a Trace</i> , <i>CSI: Miami</i> , <i>Boardwalk Empire</i> , <i>Glee</i> , and <i>General Hospital</i> .
<b>Program Success Monitoring</b>	1) Similar to the Rep season, the Conservatory's four production season and their touring productions are measured by box office revenue, attendance figures and critical reviews. 2) As a graduate educational institution through Florida State University, FSU/Asolo Conservatory is measured both for the quality of students and faculty it attracts and for the degree to which its alumnae go on to successful careers.
<b>Program Success Examples</b>	1) FSU/Asolo Conservatory collaboration represents one of the few conservatory programs in this country operating in direct partnership with a major professional theatre. 2) The FSU/Asolo Conservatory graduate training program has been recognized in <i>U.S. News and World Report</i> , <i>The Princeton Review</i> , and <i>The New York Times</i> . The first has lauded this program as being one of the top 10 actor training programs in the U.S.

## Kaleidoscope

<b>Description</b>	Asolo Rep's <i>Kaleidoscope</i> program celebrates the unique voices, perspectives and creative expressions of people with disabilities in our community through the performing arts. In partnership with the Haven, Bayshore High School, Oak Park School and Easter Seals of Southwest Florida, the <i>Kaleidoscope</i> process creates a safe and supportive environment in which participants are encouraged to make bold choices, assert their opinions and engage in acts of self-discovery while practicing verbal and physical forms of expression. Under the guidance of Asolo Rep teaching-artists-in-residence, participants work collaboratively to create and rehearse a performance piece that is all their own, guided by an overarching theme tied to one of Asolo Rep's Main Stage productions. This sense of ownership cultivates pride and a deep sense of accomplishment as the program culminates in a final performance uniquely authored and presented to the greater community by the artists of <i>Kaleidoscope</i> .
<b>Budget</b>	\$55,650.00
<b>Category</b>	Arts, Culture & Humanities, General/Other Theater Arts Instruction
<b>Program Linked to Organizational Strategy</b>	Yes
<b>Population Served</b>	People/Families with of People with Disabilities People/Families with People of Developmental Disabilities People/Families with of People with Disabilities
<b>Short Term Success</b>	At the start of each <i>Kaleidoscope</i> season, Asolo Rep teaching artists meet with human services staff at each partnering organization to get acquainted with the new and existing clients at each location and develop troupe-specific outcome measurements. Examples of individualized troupe achievements may include learning how emotions can be channeled and appropriately expressed; improving self-advocacy, concentration, and observation skills; and improving physical range through movement.
<b>Long Term Success</b>	1) Access to arts education and participation in live theatre has been shown to open up new worlds for people with disabilities, both in terms of their overall capacity for learning and in terms of competence in essential life skills. 2) In this arts-rich community, all people—regardless of ability—deserve the opportunity to experience the performing arts. Through <i>Kaleidoscope</i> , a unique segment of our community is given an artistic voice; participants unleash their inner talents, gaining pride and a heightened sense of self-esteem.

## **Program Success Monitoring**

- 1) Number of adults and students with disabilities involved at each organization and overall - at least 30 adult and students with disabilities will participate overall in Kaleidoscope.
- 2) Number of partnering organizations' staff contributing to the project – at least 3 staff members of partnering organizations.
- 3) Number of volunteers contributing to the project - at least 8 volunteers will contribute.
- 4) Number of Asolo Rep teaching artists, Education and technical staff contributing to the project - at least 10 Asolo Rep teaching artists, Education and technical staff will contribute.
- 5) Number of attendees at the culminating final performance in May – at least 350 individuals will attend the final performance in May.

## **Program Success Examples**

“Zack [an Oak Park Student] told me, ‘I’m about to break my fear. I’m this far away from breaking my fear.’”

"Eric showed astounding flexibility and teamwork as the rehearsal process progressed. After we crafted the story for our script, Eric wanted to play Terrifying T-Rex. Because of his verbal skills and ability to focus, we needed him to play the Narrator. He committed to this role for the sake of the team, learning to love and take pride in it. However, on the day of the performance, one of our actors was out sick. Eric immediately volunteered to play whatever role necessary to help the ensemble be successful. We were only able to walk through Eric's new role as the Bus Driver one time before the show. Despite his fear and nerves, he performed with passionate confidence! This moment demonstrated how Eric's perspective on collaboration and teamwork had grown immensely over the course of the Kaleidoscope process."

## Faces of Change

<b>Description</b>	<p><i>Faces of Change</i> is an original documentary theatre project that gives a voice to those who often go unheard or are underrepresented in the greater Sarasota-Manatee area. Asolo Rep collaborates with individuals, neighborhood groups and local organizations to craft an original play that empowers community members to share their unique life experiences and socioeconomic perspectives. The culmination is a staged reading of a group-authored play in which the participants, as performers, take the spotlight to tell their stories. Each season, <i>Faces of Change</i> is thematically connected to one of Asolo Rep's main stage plays, and for the 2017-18 season will address themes and concepts discussed in Asolo Rep's production of <i>Roe</i>.</p>
<b>Budget</b>	\$21,320.00
<b>Category</b>	Arts, Culture & Humanities, General/Other Arts, Culture & Humanities, General/Other
<b>Program Linked to Organizational Strategy</b>	Yes
<b>Population Served</b>	General/Unspecified Poor, Economically Disadvantaged, Indigent Poor, Economically Disadvantaged, Indigent
<b>Short Term Success</b>	<p><i>Faces of Change</i> is among Asolo Rep's most impactful community outreach initiatives. Roughly 90% of the community members who share stories or contribute interviews come from economically disadvantaged, low income backgrounds, with the balance of participants connecting to the program through their roles as caseworkers and social service providers. Through the collection of stories (by way of story circles, interviews and theater games &amp; activities), the Community Outreach team aims to provide an opportunity for local community-building: this process allows for an ongoing discussion and collaboration, and uses theater to create connections and to explore connections that already exist.</p>
<b>Long Term Success</b>	<p><i>Faces of Change</i> is a community outreach initiative unlike any other in the region, crossing the boundaries of arts and social services. The greater Sarasota community is home to many local philanthropic and humanitarian organizations, which work with individuals and families in crisis to cultivate skills, develop confidence and identify new opportunities, while also raising the visibility of their constituents' challenges and concerns. In partnership with such organizations, <i>Faces of Change</i> provides participants an empowering collaborative experience, and functions as a platform for sharing issues and questions with a broader public audience. Documentary-style theatre, in particular, removes the veil of fiction and conveys stories with immediacy and impact. Asolo Rep is proud to offer <i>Faces of Change</i> as both a process and culminating project that harnesses creative expertise to amplify the voices of those who far too often go unheard.</p>
<b>Program Success Monitoring</b>	<p>Asolo Rep's Community Outreach team evaluates the success of <i>Faces of Change</i> both quantitatively (audience attendance) and qualitatively (impact on participants, post-show conversations, cultivation of ongoing community partnerships).</p>

## **Program Success Examples**

Sample participant feedback from Faces of Change includes:

“I realized how important it is that I share my story. I heard myself speaking about the challenges I’m overcoming in my life, and it just hit me: I need to share my story so that other young people confronting similar obstacles can learn from my mistakes and successes. I am a better person because of *Faces of Change*. And I know that now my community is more aware, and more equipped to truly hear one another.”

“*Faces of Change* is the most important and impactful piece of theatre I have ever been in. Rather than offering mere entertainment, the project inspired much needed debate in the community and put human faces on a monumental problem. It was inspiring to work with so many talented, passionate people and to see the effect that we had on the community. It is an experience I will never forget.”

## Comments

### **Program Comments by Organization**

# MANAGEMENT

## CEO/Executive Director

<b>CEO/Executive Director</b>	Mr. Michael Donald Edwards
<b>CEO Term Start</b>	July 2006
<b>CEO Email</b>	michael_edwards@asolo.org

### Experience

Michael Donald Edwards (Producing Artistic Director) is entering his twelfth season as Producing Artistic Director of Asolo Repertory Theatre. He was previously the Associate Artistic Director of Syracuse Stage and served as Artistic Director of Shakespeare Santa Cruz. A Garland Award and Drama Logue Award-winning director, Mr. Edwards has directed at Cleveland Play House, Indiana Repertory Theatre, Geva Theatre, Syracuse Stage, The Shakespeare Theatre, San Jose Rep, Opera San Jose, the Oregon Shakespeare Festival, the Old Globe in San Diego, Virginia Stage Company, the Virginia Opera, the Stage Theatre of South Australia, Opera Australia, Victoria State Opera, and the Metropolitan Opera. In previous seasons for Asolo Rep, Mr. Edwards has directed: *Disgraced*; *Our Betters*; *The Grapes of Wrath*; *Clybourne Park*; *My Brilliant Divorce*; his English adaptation as well as Pulitzer Prize-winner Nilo Cruz's Spanish translation of Shakespeare's text in *Hamlet, Prince of Cuba*; *Las Meninas*; *La Bete*; *The Last Five years*; *The Life of Galileo*; *Perfect Mendacity*; *The Winter's Tale*; *Equus*; *A Tale of Two Cities*; *Darwin in Malibu*; *Nobody Don't Like Yogi*; *Amadeus*; *The Smell of the Kill*; and several pieces in Asolo Rep's annual Unplugged Festival of new plays.

## Senior Staff

Mr. Paul Adolphsen  
Dramaturg and Literary Manager

Ms. Kelly Borgia  
Production Stage Manager

Ms. Corinne G. Deckard  
General Manager

Ms. Linda DiGabriele  
Managing Director

Mr. Gary Keehner  
Finance/Human Resources Director

Ms. Judith Lambert  
Marketing Director

Mr. Vic Meyrich  
Production Manager

Ms. Tricia Mire  
Development Director

Ms. Kathryn Moroney  
Education & Outreach Director

## Staff & Volunteer Statistics

<b>Full Time Staff</b>	67
<b>Part Time Staff</b>	10
<b>Staff Retention Rate %</b>	95

<b>Professional Development</b>	Yes
<b>Contractors</b>	160
<b>Volunteers</b>	600
<b>Management Reports to Board</b>	Yes
<b>CEO/Executive Director Formal Evaluation</b>	Yes
<b>Senior Management Formal Evaluation</b>	Yes
<b>NonManagement Formal Evaluation</b>	Yes

## Collaborations

Also Youth, Arena Stage, ASALH, Bayshore High School, Big Brothers Big Sisters, Booker Middle School, Boys and Girls Clubs, Conservation Foundation of the Gulf Coast, Easter Seals of Southwest Florida, Inc., Florida State University, Girls, Inc., Jewish Family and Children’s Service, Just for Girls, Manatee County Libraries, Manatee School for the Arts, Marie Selby Botanical Gardens, Mote Marine Laboratory, New College of Florida, Oak Park School, Oregon Shakespeare Festival, Pasadena Playhouse, Pine View School, Prism Youth Initiative, Riverview High School (Sarasota, FL), Rowlett Academy, Rubonia Community Center, Salvation Army, Sarasota County Libraries, Sarasota Military Academy, Sarasota Opera, Sarasota Orchestra, Sarasota YMCA, Sarasota Ballet, Seattle’s 5th Avenue Theatre, The Source, South Florida Museum , South Miami-Dade Cultural Arts Center, The Haven, The Out-of-Door Academy, The Ringling, UnidosNow, Visible Men Academy

# GOVERNANCE

## Board Chair

<b>Board Chair</b>	Dr. Lawrence Haspel
<b>Company Affiliation</b>	Dedicated Volunteer
<b>Board Term</b>	July 2016 to June 2018
<b>Board Chair Email</b>	larryhaspel@aol.com

## Board Members

<b>Name</b>	<b>Affiliation</b>	<b>Status</b>
PEGGY ABT	RETIRED	Voting
PATRICIA ANDERSON	Asolo Rep Theatre Guild	Exofficio
ROBERT BAER	RETIRED	Voting
CHARLES BARANCIK	Barancik Foundation	Voting
BEVERLY BARTNER	THEATRICAL PRODUCER	Voting
ROBERT BARTNER	THEATRICAL PRODUCER	Voting
DAVID BAVAR	BAVAR PROPERTIES GROUP	Voting
KIMBERLY BLEACH	U.S. Trust	Voting
DOUGLAS BRADBURY	FINANCIAL ADVISOR	Voting
MARY BRAXTON-JOSEPH	Retired Journalist	Voting
SUSAN BUCK	RETIRED	Voting
JIM CHANDLER	ATTORNEY, BENDER, BENDER & CHANDLER	Voting
ANN CHARTERS	RETIRED	Voting
WARREN COVILLE	RETIRED	Voting
CAROLE CROSBY	Retired	Voting
Mr. JAIME DIDOMENICO	Cool Today	Voting
DENNIS DIRKS	Retired Finance	Voting
SUSAN DWECK	RETIRED	Voting
RICHARD FERRELL	RETIRED	Voting
HERMAN FRANKEL	DEVELOPER/HOMEBUILDER	Voting
MS. LESLIE GLASS	Author/Filmmaker	Voting
SEYMOUR GOLDBLATT	Dedicated Volunteer	Voting
RONALD GREENBAUM	RETIRED	Voting
LARRY HASPEL	Retired	Voting
NONA HEASLIP	RETIRED	Voting
MS. JUDITH HOFMANN	RETIRED	Voting
GISELLE HUBERMAN	GBH Radio, Inc.	Voting
CHARLIE HUISKING	Journalist	Voting
CAMERON JACKSON	FSU	Exofficio
ANNE JONES	COMMUNITY VOLUNTEER	Voting
CAROLYN KEYSTONE	RETIRED	Voting
BEVERLY KOSKI	COMMUNITY VOLUNTEER	Voting

RUTH KREINDLER	Dedicated Volunteer	Voting
FLORA MAJOR	Dedicated Volunteer	Voting
NANCY MARKLE	RETIRED	Voting
BETSY MARSHALL	WILLIAMS, PARKER, HARRISON, DIETZ & GETZEN	Exofficio
ELENOR MAXHEIM	RETIRED	Voting
JOAN MENDELL	COMMUNITY VOLUNTEER	Voting
MR. SCOTT MERRITT	PNC	Voting
MELANIE NATARAJAN	Water Management Executive	Voting
PAUL NELSON	Ohio University Dean, Retired	Voting
CAROL PHILLIPS	Community Volunteer	Voting
JULES PRICE	Innovative Dining	Voting
MS. AUDREY ROBBINS	RETIRED	Voting
FLORI ROBERTS	RETIRED	Voting
JIM ROQUE	SunTrust Private Wealth Management	Voting
MS. JENNIFER RUST	Synovus	Voting
WILLIAM SANDY	RETIRED	Voting
NIKKI SEDACCA	530 Burns Gallery	Voting
SCOTT SHAMP	Interim Dean, FSU College of Fine Arts	Exofficio
STEPHANIE SHAW	Sotheby's Premier Realty	Voting
EVA SLANE	COMMUNITY VOLUNTEER	Voting
PRES. JOHN THRASHER	FSU	Exofficio
MARYSUE WECHSLER	Retired	Voting
MARY LOU WINNICK	COMMUNITY VOLUNTEER	Voting
MARGARET WISE	COMMUNITY VOLUNTEER	Voting
JOAN WOOD	RETIRED	Voting
GERI YONOVER	RETIRED	Voting
JUDY ZUCKERBERG	COMMUNITY VOLUNTEER	Voting

### Board Demographics - Ethnicity

<b>African American/Black</b>	1
<b>Asian American/Pacific Islander</b>	0
<b>Caucasian</b>	58
<b>Hispanic/Latino</b>	0
<b>Native American/American Indian</b>	0
<b>Other</b>	0 0

### Board Demographics - Gender

<b>Male</b>	22
<b>Female</b>	37

**Not Specified** 0

## Governance

<b>Board Term Lengths</b>	3
<b>Board Term Limits</b>	99
<b>Board Orientation</b>	Yes
<b>Number of Full Board Meetings Annually</b>	7
<b>Board Meeting Attendance %</b>	68
<b>Board Self-Evaluation</b>	Yes
<b>Written Board Selection Criteria</b>	Yes
<b>Percentage of Board Making Monetary Contributions</b>	85
<b>Percentage of Board Making In-Kind Contributions</b>	15
<b>Constituency Includes Client Representation</b>	Yes

## Standing Committees

- Executive
- Nominating
- Development / Fund Development / Fund Raising / Grant Writing / Major Gifts
- Finance
- Audit
- Strategic Planning / Strategic Direction
- Building

# FINANCIALS

## Current Financial Info

<b>Fiscal Year Begins</b>	2017
<b>Fiscal Year Ends</b>	2018
<b>Projected Revenue</b>	\$9,866,863.00
<b>Projected Expenses</b>	\$9,866,863.00
<b>Total Projected Revenue includes "in-kind" contributions/ donations</b>	No
<b>Endowment Value</b>	\$18,364,461.00
<b>Spending Policy</b>	Income plus capital appreciation
<b>Spending Policy Percentage</b>	0
<b>Tax Credits</b>	No

## Capital Campaign

<b>In a Capital Campaign</b>	Yes
<b>Campaign Purpose</b>	Make investments in essential facilities and capital infrastructure, grow endowment to protect these facilities investments and to provide annual operating revenue.
<b>Campaign Goal</b>	38000000
<b>Dates</b>	Jan 2009 to June 2020
<b>Raised To Date</b>	32432299 as of Oct 2017
<b>Anticipate Campaign Within Next 5 Years?</b>	Yes

## IRS Form 990s

990 Extension  
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## Audit/Financial Documents

Asolo Repertory Theatre Audit  
Asolo Repertory Theatre Audit  
Asolo Repertory Theatre Audit

Asolo Repertory Theatre Audit  
Asolo Repertory Theatre Audit  
Asolo Repertory Theatre Audit  
Asolo Theater Financial Statement  
Asolo Theater Financial Statement  
Asolo Theater Financial Statement  
Asolo Theater Financial Statement  
Asolo Theater Financial Statement

## Solvency

### Short Term Solvency

Fiscal Year	2016	2015	2014
Current Ratio: Current Assets/Current Liabilities	5.05	7.71	11.23

### Long Term Solvency

Fiscal Year	2016	2015	2014
Long-Term Liabilities/Total Assets	0%	6%	10%

## Historical Financial Review

### Revenue and Expenses

Fiscal Year	2016	2015	2014
Total Revenue	\$13,723,611	\$10,857,111	\$10,360,035
Total Expenses	\$9,954,952	\$8,383,753	\$7,970,828

### Revenue Sources

Fiscal Year	2016	2015	2014
Foundation and Corporation Contributions	\$0	\$0	\$0
Government Contributions	\$171,792	\$236,990	\$124,871
Federal	\$0	\$0	\$0
State	\$73,581	\$150,000	\$36,474
Local	\$0	\$0	\$0
Unspecified	\$98,211	\$86,990	\$88,397
Individual Contributions	\$5,497,539	\$4,700,318	\$4,703,792
Indirect Public Support	\$0	\$0	\$0
Earned Revenue	\$6,861,180	\$5,146,136	\$5,032,508
Investment Income, Net of Losses	\$834,526	\$467,648	\$205,306
Membership Dues	\$20,778	\$19,945	\$0
Special Events	\$337,796	\$286,074	\$293,558
Revenue In-Kind	\$829,400	\$771,156	\$744,956
Other	\$0	\$0	\$0

### Expense Allocation

<b>Fiscal Year</b>	<b>2016</b>	<b>2015</b>	<b>2014</b>
<b>Program Expense</b>	\$8,086,169	\$6,709,679	\$6,407,243
<b>Administration Expense</b>	\$1,304,091	\$1,114,324	\$1,074,647
<b>Fundraising Expense</b>	\$564,692	\$559,750	\$488,938
<b>Payments to Affiliates</b>	\$0	\$0	\$0
<b>Total Revenue/Total Expenses</b>	1.38	1.30	1.30
<b>Program Expense/Total Expenses</b>	81%	80%	80%
<b>Fundraising Expense/Contributed Revenue</b>	9%	11%	10%

#### **Assets and Liabilities**

<b>Fiscal Year</b>	<b>2016</b>	<b>2015</b>	<b>2014</b>
<b>Total Assets</b>	\$25,879,329	\$22,742,455	\$19,652,190
<b>Current Assets</b>	\$19,835,698	\$16,684,661	\$15,727,075
<b>Long-Term Liabilities</b>	\$0	\$1,435,716	\$1,900,001
<b>Current Liabilities</b>	\$3,926,389	\$2,163,311	\$1,400,986
<b>Total Net Assets</b>	\$21,952,940	\$19,143,428	\$16,351,203

#### **Top Funding Sources**

<b>Fiscal Year</b>	<b>2016</b>	<b>2015</b>	<b>2014</b>
<b>Top Funding Source &amp; Dollar Amount</b>	Resident Season \$6,111,272	Contributions, gifts, grants \$4,700,318	Contributions, gifts, grants \$4,703,792
<b>Second Highest Funding Source &amp; Dollar Amount</b>	Contributions, gifts, grants \$5,497,539	Resident Season \$4,331,517	Resident Season \$4,367,616
<b>Third Highest Funding Source &amp; Dollar Amount</b>	Investment Income \$834,526	Scene & Costume Shops \$459,302	Scene & Costume Shops \$323,975

## Comments

### **Financial Comments by Foundation**

Foundations and corporations are included with individual contributions as they are not separated in the IRS Form 990 or audit. Financial figures are taken from the 990. IRS Form 990 and audit are reconciled.

# PLANS, POLICIES & LICENSES

## Plans

<b>Fundraising Plan</b>	Yes
<b>Communication Plan</b>	Yes
<b>Strategic Plan</b>	Yes
<b>Strategic Plan Adopted</b>	Apr 2013
<b>Years Strategic Plan Considers</b>	5
<b>Management Succession Plan</b>	Yes
<b>Continuity of Operations Plan</b>	No

## Policies

<b>Organizational Policies and Procedures</b>	No
<b>Written Conflict of Interest Policy</b>	Yes
<b>Nondiscrimination Policy</b>	Yes
<b>Directors and Officers Insurance Policy</b>	No
<b>Whistle Blower Policy</b>	Yes
<b>Document Destruction Policy</b>	No

## Affiliations

<b>Affiliation</b>	<b>Year</b>
AFP (Association of Fundraising Professionals)	2012
Greater Sarasota Chamber of Commerce	2012
Manatee Chamber of Commerce	2012
Venice Area Chamber of Commerce	2012
League of Resident Theatres	2012
Theatre Communications Group	2012
Actor's Equity Association	2012
United Scenic Artists	2012
Arts and Cultural Alliance of Sarasota County	2012
Manatee County Cultural Alliance	2012
Stage Directors and Choreographers	2012
National Endowment for the Arts - Partner	2011
Stage Directors and Choreographers	0
United Scenic Artists	0

## Awards & Recognition

<b>Award/Recognition</b>	<b>Organization</b>	<b>Year</b>
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Be More Awards 2012, "Be More...Enriched" Arts and Culture Award	WEDU	2012
Best of 2012 Awards, "Best New Ways to Cultivate Young Audiences" Editor's Pick	Sarasota Magazine	2012
Best of 2012 Awards, "Best Performing Arts Group" Winner	Sarasota Magazine	2012
Arts Leadership Awards, Recipient: Warren Coville	Arts and Cultural Alliance of Sarasota County	2012
Tony Award Nomination, Laura Osnes for Best Performance by an Actress in a Musical for Bonnie & Clyde	American Theatre Wing	2012
Tony Award Nomination, Jeremy Jordan for Best Performance by an Actor in a Musical for Newsies.	American Theatre Wing	2012
Tony Award Nomination, Jeff Calhoun for Best Direction of a Musical for Newsies	American Theatre Wing	2012
Tony Award Nomination, Tobin Ost for Best Scenic Design of a Musical for Newsies	American Theatre Wing	2012
Tony Award Nomination, Jeff Croiter for Best Lighting Design of a Play for Peter and the Starcatcher.	American Theatre Wing	2012
Tony Award Nomination, Judy Kaye for Best Performance by an Actress in a Featured Role in a Musical for Nice Work if You Can Get It	American Theatre Wing	2012
Arts Leadership Award - Philanthropy, Recipients: Bob and Lee Peterson	Arts and Cultural Alliance of Sarasota County	2012
Arts Leadership Award - Volunteer, Recipients: John and Mary Olha	Arts and Cultural Alliance of Sarasota County	2012
Arts Leadership Award - Artistic Achievement, Recipient: Michael Donald Edwards	Arts and Cultural Alliance of Sarasota County	2012
Visionary Award, Recipient: Michael Donald Edwards for being the visionary who first brought a complete William Shakespeare play in Spanish to U.S. theatre, Hamlet: Prince of Cuba	UnidosNow	2012
"Be More...Enriched" Award, Arts and Culture, for Kaleidoscope	WEDU	2013
WEDU Be More Brilliant Award	WEDU	2015
Voice for Equality Award, Michael Donald Edwards for Asolo Rep's Out@Asolo program	Equality Florida	2015
Unity Awards-Arts Winner, Michael Donald Edwards for Asolo Rep's Out@AsoloRep program	Biz941	2016

## Government Licenses

Is your organization licensed by the Government? No

## Planning & Policies Comments

**Planning & Policies Comments by Organization**

**Planning & Policies Comments by Foundation**