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MEMORANDUM

To: Mayor and City Council
From: Brent Walker, Parks and Recreation Director
Date: September 14th, 2020
Subject: **Presentation from Stage Door Players**

ITEM DESCRIPTION

The City values the on-going partnerships with our non-profits partners. Stage Door Players is here to present on their current operations.

Lynn Deutsch Mayor
Eric Linton, ICMA-CM City Manager
Sharon Lowery, CMC City Clerk

Pam Tallmadge City Council Post 1
Jim Riticher City Council Post 2
Tom Lambert City Council Post 3

Stacey Harris City Council Post 4
Joe Seonder City Council Post 5
John Heneghan City Council Post 6

Packet page:...



STAGE DOOR PLAYERS

**CITY COUNCIL PRESENTATION
SEPTEMBER 29, 2020**



A Little History:

- **Stage Door Players began in 1973** thanks to a few community leaders and the Dunwoody Woman's Club.
- **Our first performance space** was the second-floor of what is now the Citizen's Bank space in Dunwoody Village.
- **In 1985**, Dunwoody Elementary School was closed and in late 1987/1988 Stage Door Players moved into our current space in the DeKalb Cultural Arts Building, along with the Spruill Center for the Arts, and the Dunwoody Library.
- **In 2002**, Robert Egizio was hired as the Artistic Director - he along with his team moved the Community theater to a Professional level of theater where we are today.



DID YOU KNOW.....

- Stage Door Players has approximately 1400 Season Subscribers**
- Season Subscribers come from 72 different Zip Codes**
- Stage Door Players is a 501©3 theater**
- Volunteers donated 4087 hours last year**
- Cost for a Non-Musical play is \$15,000-20,000 per play**
- Cost for a Musical is \$35,000-\$45,000 per play**



What is the Financial Impact of Covid-19?

Our fiscal year runs from August 31 – September 1st

- In March of 2020**, we were running on target to having a very good year.
 - As of **March** - we were **NET POSITIVE \$8,682**
 - As of **September 1st**, we were at a **NET LOSS of \$41,119**

- Our **Cash Position** is Down by **\$51,899** from 2019 due to the theater being closed.

- We want to say **THANK YOU** to the **City of Dunwoody** who has provided us with Reduced Rent for the balance of the year !

- Will we come out on the other side of Covid-19?
 - **YES, WE WILL!**



So What Does all of this Mean?

- ❑ **Stage Door Players** has been closed since **March 17th**
- ❑ **We currently cannot see a way to** open the theater until patrons and actors begin to feel more comfortable with the close proximity in our intimate 125 seat theater.
 - Approximately 70% of our patrons are over 65.
 - Based on the survey responses many won't be comfortable until we have a vaccine
 - If we keep people at six feet, thirty-five (35) people may be in the theater at a time. Two (2) in the restrooms and about seven (7) in our lobby.
- ❑ **The Board of Directors** has had to make some tough decisions:
 - We have had no programming since March. Theater opening maybe Spring of 2021.
 - All costs have been cut to the bare bone.
 - Effective August 1st, both the Artistic and Managing Directors' salaries were cut in half.
 - After no programming for six (6) months, effective September 1st, the Artistic Director was furloughed.
 - We don't see a return of any of our main stage programming for at least another six months.



Challenges & how to Manage?

❑ Limited Space.

▪ Limited Play opportunities

- Current Play decisions are partially made on what is available to the audience size of your theater. We are a smaller venue therefore our selection of plays are limited.

- **Adapt our programming** to perhaps include other opportunities outside of our space.

❑ Software, Hardware, and Technology :

▪ For the Office:

- We have updated our Website & its capabilities
- We have implemented a program for our database management.
 - We need additional equipment and software for ticketing.

▪ For the Theater:

- We recently discovered that the majority of the lighting and sound equipment that was used for productions was rented or borrowed.
 - We have decided this is an opportune time to assess and implement a system that will work internally and with some opportunities outside of our six (6) mainstage shows



LOOKING AHEAD....WHAT HAS THE BOARD OF DIRECTORS BEEN DOING?

Over the last couple of years the Board of Director's have created and/or updated our:

Mission Statement:

- Stage Door Players' mission is to **ENGAGE, INSPIRE, EDUCATE, and ENTERTAIN** the community through the production of Quality Professional Theater.

Vision Statement:

- **Be Respected and Recognized** for Artistic Excellence
- **Invite Artists & Audiences** to Engage with performances that broaden and deepen their Connection to our collective narrative.
- **Challenge ourselves** to ensure that qualified diverse plans, playwrights, performers, technicians and staff represent the community we serve.

Guiding Principles:

- **Professional** – Seamless theater experience from ticketing to performance.
- **Engage and Entertain** –draw the audience into the story, inspire them to consider a larger context, and ensure each production provides the opportunity to experience creative storytelling.
- **Inclusive** – Invite and Encourage the community to participate in the thrill of Live Theater.

Strategic Plan – with Covid-19, much of the timelines have changed.



Plans & Programs:

- Create a full and well rounded program for the Performing Arts**
- Engage with the DHS Theater** group for greater partnership and to create Intern programs.
- Create Rental Opportunities** to generate additional income for the theater:
 - Business and other small group rentals
 - Small theater groups looking for space for a short run show
 - Filming opportunities
- Improve our Network of Volunteers**
 - We've improved the opportunity through our website through SignUp Genius.
 - Seek companies and students that would like to participate in the arts.



What does SDP's future look like?

Short-term Income Producing Activities:

- Rentals of space
- Digital Programming
- Talent show nights
- Playwright nights

More Diverse Programming to model the City of Dunwoody demographics and to engage more of the community.

- KEEP our Six (6) **MainStage** Play Programming
- ADD:
 - One night events: One-Man show, Comedy and Jazz nights, Improv
 - Theater in the Park events
 - Intern Programs
 - Children's Programming: Puppeteer, Children's plays
 - Teen & Children's Theater Education Programming

*The comeback
is always
stronger than
the setback*

Mindfully Glam

THANK YOU for your support of the theater
through the years.
**We're looking forward to many more years to
come!**