The City of North Little Rock

REPORTING GUIDELINES – 2020 ANNUAL FUNDING PERFORMANCE REPORT

Organization: Arkansas Arts Center (Arkansas Museum of Fine Arts as of 1/25/21)

Project Name: Children's Theatre, 2019-2020 Date of Award: February 12, 2020

Award Amount ($): 40,000 Date of Report: January 26, 2021

Name of Person Preparing Final Report: Devin Hancock

Email of Person Preparing Report: dhancock@arkansasartscenter.org

Have all the 2020 funds you received from the City been expended as of December 31, 2020?
YES

A Final Performance Report on your 2020 year funding is due no later than January 28, 2021 by noon. The sooner you get your report in then we can prepare the Agreement for the City Council to approve so you can receive your 2021 funding.

The City must have received and approved your Final Performance Report before any additional funds may be awarded to your organization. Please answer the following questions, using additional paper as needed.

I. Project Activities

- Provide a description of the major activities that occurred during the reporting period.
- Indicate the reasons for any deviation or changes in your project/program activities from the Agreement with the City.
- If project performance was affected by changes in key project personnel, explain why the changes were made and how performance was affected.

The City of North Little Rock has been an important partner to our Children's Theatre for many years now, and your support has been instrumental to our leadership role as a major institution for the performing arts in our region and state. Since July 2019, we have been operating out of a temporary facility in the Riverdale neighborhood of Little Rock while work continues on our new building and grounds. This new, state-of-the-art 137,000 SF facility is scheduled to open in Spring 2022. During this transitional construction period, we have remained committed to our service as an active arts partner in our community and state and we have continued this commitment throughout these months following the outbreak of COVID-19 by shifting our programs, activities, and exhibitions to virtual platforms.

This year, our report will be unlike any other before it. First, we will describe how we have served our community through the performing arts during our first fiscal year operating out of our temporary facility. Second, like so many arts organizations around the world, we continue to adapt to the conditions brought upon us by COVID-19. While this ongoing pandemic cut short much of our theatre programming in 2020, the following sections will address the many ways we still served our various audiences over this past year as well as in this current year. Third, we are now halfway through our final fiscal year at our temporary location, and we would like to highlight ways we have been preparing for our move back to our new MacArthur Park facility and our first year of operations there in 2022.

II. Accomplishments

- Compare the accomplishments of the project in quantitative and qualitative terms with objectives proposed in your 2020 Agreement with your organization and the City.
- When project goals were not achieved, indicate what plans there are to complete the project after the funding period, how project activities will be funded, and when they are likely to be completed.

By March 2020, this already unusual year turned extraordinary with COVID-19. As the pandemic forced cancellations of in-person programming and performances by mid-March, we swiftly remade our plans to keep our community connected to the arts by offering free engagements through the online platform *Arkansas Arts Center Amplified*. This platform began as a Facebook group, and within a few weeks, more than 1,000 people joined the group. *AAC Amplified* has grown to encompass an innovative slate of virtual programs, digital exhibitions, online classes, and events. In total, *AAC Amplified* reached over 82,500 people through virtual programs and engagements by the close of FY20 in June. Including combinations of virtual and in-person programs and offerings, we estimate we reached around 127,469 people in FY20. Our Little Rock airport exhibition reached 529,221 people before air travel began to decline in early spring due to COVID-19.

From March 2020 onward, *AAC Amplified* helped push out free virtual theatre programs to our community. These programs were geared toward parents suddenly working from home with very young children. Some of these programs included a watch party for a filmed version of *Wynken, Blynken, and Nod* and an accompanying live Q&A with Artistic Director Katie Campbell. Other engagements and activities included *The Arkansas Story Porch Storytime* with the actors, *Wynken, Blynken, Nod*-themed interactive games, and story-time sessions of other classic tales.

The following examples of programs and activities stem from our desire to continue offering Children's Theatre services despite the hardships of the pandemic. Since this summer, we have continued to build up *AAC Amplified*, which reflects our current need to find sustainable offerings for budgets and staff affected by COVID. We are doing more with less and structuring new virtual programs so that, when appropriate to do so, they can be converted to in-person experiences.

Blueberry's Clubhouse. We embarked on a new partnership with Arkansas PBS. Since the outbreak of the pandemic, Arkansas PBS had been working with Arkansas Department of Education's (ADE) Division of Elementary and Secondary Education to develop "Arkansas Alternative Methods of Instruction." This initiative was created to keep pre-K – 8th grade students learning from home during these closures. Our partnership with Arkansas PBS and ADE led to the creation of *Blueberry's Clubhouse*, a five-episode spring and summer TV season of adventures across the Natural State with our very own puppet, Blueberry. Airing statewide, each educational episode featured institutions like Little Rock Zoo, Museum of Discovery, The Innovation Hub, and Little Rock's Department of Parks and Recreation. A seven-episode season two will go into production Spring 2021, and like the first season, will air statewide.

Mini-semester Theatre Classes. With COVID, Children's Theatre shifted classes online in the form of mini semesters. Traditionally eight to ten weeks, these new semesters are four weeks long, which allows for lower price points for students and greater flexibility. Offered classes include, but are not limited to: Mindful Improv; Adventures in Voice Acting; Screenwriting; Sing, Dance, Create!; Creative Movement for Teens; Character Acting Workshop; and Musical Theatre Workshop.

Teen Advisory Board. Children's Theatre staff formed the Teen Advisory Board so that creative and motivated area teens can be an active part of the arts community in Central Arkansas. The program works to develop new avenues for teen audiences, plan projects and events for teens, and promote dialogue and inclusivity at the Arkansas Arts Center. Board members learn about our museum, performing arts center, and studio art school through behind-the-scenes activities and experiences. Their engagement will inform the direction of our programs and activities for teens, and in turn, the Teen Advisory Board will foster skills in critical and creative thinking, teamwork, and flexibility and empathy as well as introduce teens to exciting career paths.

stay present with mindfulness activities and improv games. Activities include games, both familiar and new, that exercise the imagination and teach students to listen and be kind and celebrate being neurodiverse.

Sparking Dialogue Through Drama is a new series that connects the public around topics of anti-racism, social justice, and other cultural touchstones that have shaped contemporary discourse. In the first program of the series, we conducted a virtual reading and discussion of Water Gun Song by award winning playwright, poet and change maker, Idris Goodwin. After the reading, a panel of artists and experts in the fields of child and family health and racial equity discussed the play and answered questions from viewers at home. The program was held over Zoom and streamed live on Facebook. Intended for families with kids ages six and up, the series will continue to use readings, poetry, and short performances with artists and experts to navigate these timely issues.

Over the years, Children's Theatre has also worked to build diversity and equity through internships and casting among company and student actors so that our programs and performances reflect the diversity in our community. For example, 2018-2019 season's *Hansel & Gretel's Gingerbread Games*, *The Tortoise and the Hare and other Turtles Tales*, and *Charlotte's Web* featured racially diverse ensemble casts and foregrounded multi-racial families as the centerpieces of these stories. 2017-2018 season's *Snowy Day and Other Stories by Ezra Jack Keats* intentionally cast actors to reflect the ethnic and racial diversity of Little Rock and North Little Rock.

Children's Theatre's offerings also reach audiences of diverse socio-economic backgrounds. The touring troupe mostly visits school districts across Arkansas where free and reduced lunch rates are well above the state's average of 63%. Some remote school districts they visit in the Mississippi Delta region in East Arkansas and the Ozarks region in Northwest Arkansas have free and reduced lunch rates of 100%, with childhood poverty rates between 25%-50%. Whether in the urban centers of Little Rock or the tiny towns across rural Arkansas, post-program surveys more often than not reveal that performances by Children's Theatre on Tour were first-time experiences with the performing arts.

Children's Theatre also works to reach various age groups among young people, from toddlers to teens. This past year, staff formed the Teen Advisory Board so that creative and motivated area teens can be an active part of the arts community in Central Arkansas. Our community is incredibly diverse in terms of ethnic and racial make-up, educational attainment, and socio-economic background, and we know there is a unique opportunity to recruit and invite students who reflect this diversity to join this new initiative. This cohort will connect with one another, plan creative programs and events for their peer groups, and promote dialogue and inclusivity at the Arkansas Arts Center.

ArtStart! is a monthly program for the very young and their parents, grandparents, or caregivers. The free program works to introduce the visual and performing arts through engaging stories, theatrical play, and art making activities. Previously held in our galleries, and then at the Children's Library during our construction period, the program has since moved online due to COVID. Children's Theatre is also intentionally devising more shows for this young age group. Past examples of such performances and programs are *Tyke & Moppet* (2016-2017 season), *Wynken, Blynken, & Nod* (2019-2020 season), and *Blueberry's Clubhouse* (2020-2021 season).

IV. Financial

- Submit a detailed explanation of how the funds the City provided you were used. Review the application you submitted for 2020 funding and look at what you indicated you were going to use the 2020 City funds for during year. Don't just state that you used the City funds for a program, but explain the program and who benefited from the program, etc. For example, if you indicate you are using the funds for "Sponsorship" then explain who you are sponsoring and the purpose of the sponsorship. The City Council is needing more detailed information on how the funds are spent and not just indicating a special event expense, program, sponsorship, advertising and marketing, etc. They are expecting detailed information.
- Submit your organization's financial statement (Balance Sheet and Income & Expense Statement) for the funding year for the project/program identified in the Memorandum of Understanding with the City. Please explain any significant changes in your financial position. (You may attach spreadsheets and/or other documents.)

ARKANSAS ARTS CENTER CHILDREN'S THEATRE
STATEMENT OF REVENUES AND EXPENSES
FISCAL YEARS ENDING JUNE 30

		ACTUAL FY2019	ACTUAL FY2020	BUDGET FY2021	NOTES - Variances between FY2019 and FY2020
REVENUE					
EARNED REVENUE					
1-4020-10-030-000	Tuition-Adult-Generic	-	-	8,000	
1-4035-10-030-000	Tuition-Children Classes	8,737	6,611	2,000	
1-4040-10-030-000	Tuition-Jr. Academy	22,164	-	19,040	Due to COVID, summer programs were canceled in FY2020
1-4045-10-030-000	Tuition-STA	40,782	1,218	26,832	Due to COVID, summer programs were canceled in FY2020
1-4100-10-030-000	Productions-Public	141,111	3,853	-	FY2019 was the last mainstage season before building closure
1-4105-10-030-000	Productions-Baby Play	-	-	2,000	
1-4110-10-030-000	Productions-School Shows	156,343	-	-	FY2019 was the last mainstage season before building closure
1-4120-10-030-000	Season Tickets	18,703	-	-	FY2019 was the last mainstage season before building closure
1-4130-10-030-000	Productions-CT on Tour	71,860	68,482	29,200	The final touring show of FY2020 was canceled due to COVID
1-4160-10-030-000	Consortium	13,121	-	-	Playbill revenue share N/A in FY2020 with no mainstage season
1-4214-10-030-000	Ticketing Fees	10,257	127	-	FY2019 was the last mainstage season before building closure
	TOTAL EARNED REVENUE	483,077	80,290	87,072	
SALES REVENUE					
1-4360-10-030-000	STA Academy T-Shirts	1,114	-	400	
	TOTAL SALES REVENUE	1,114	-	400	
DONOR CONTRIBUTIONS					
1-4446-10-030-000	Donations/Tip Jars-Generic	166	-	-	
1-4450-10-030-000	Gifts	5,472	3,934	-	
1-4452-10-030-000	In-Kind Contribution-Generic	21,972	1,600	-	Primarily in-kind sponsorship for Pay-What-You-Can, N/A in FY2020
	TOTAL CONTRIBUTIONS	27,610	5,534	-	
SUPPORT REVENUE					
1-4606-10-030-000	AACF - Restricted	1,307	-	1,000	
	TOTAL SUPPORT REVENUE	1,307	-	1,000	
	TOTAL REVENUE	513,108	85,824	88,472	
EXPENSES					
PERSONNEL					
1-5020-10-030-000	Salaries	452,494	415,317	223,139	Staff reductions began in FY2020 due to COVID
1-5025-10-030-000	Salary - Contract-Generic	-	2,190	-	
1-5025-10-030-751	Salary - Actors	148,903	57,806	13,800	Fewer productions in FY2020 due to COVID
1-5025-10-030-758	Salary - JAA teachers	-	-	2,000	
1-5025-10-030-760	Salary - Stage Hands/Labor	2,853	-	-	
1-5025-10-030-761	Salary - Academy Teachers	15,590	10,505	6,000	
1-5025-10-030-762	Salary - Saturday Classes	2,480	1,945	2,920	
1-5050-10-030-000	FICA	29,787	29,290	17,070	
1-5060-10-030-000	Insurance-Health	55,549	59,452	34,196	
1-5070-10-030-000	Retirement	22,802	20,835	13,388	
	TOTAL PERSONNEL	730,456	597,341	312,513	
ADMINISTRATIVE EXPENSES					

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FISCAL YEARS ENDING JUNE 30

		ACTUAL FY2019	ACTUAL FY2020	BUDGET FY2021	NOTES - Variances between FY2019 and FY2020
SUPPLIES					
1-5610-10-030-000	Supplies-Office	921	989	500	
1-5620-10-030-000	Supplies - Program	-	118	5,700	
	TOTAL SUPPLIES	921	1,106	6,200	
PRODUCTION EXPENSES					
1-5751-10-030-000	Guest Artist	6,000	-	-	
1-5755-10-030-000	Music	17,190	1,050	225	
1-5756-10-030-000	Choreography	5,715	-	-	
1-5758-10-030-000	Music-Composer	23,400	9,650	2,000	
1-5762-10-030-000	Royalties	10,718	-	-	
1-5763-10-030-000	Production-Baby Play	-	-	3,300	
1-5764-10-030-000	Production-Studio Plays	-	-	-	
1-5765-10-030-000	Production #1	10,364	-	-	
1-5770-10-030-000	Production #2	7,559	-	2,350	
1-5775-10-030-000	Production #3	5,545	-	-	
1-5780-10-030-000	Production #4	8,269	-	-	
1-5785-10-030-000	Production #5	5,638	-	-	
1-5790-10-030-000	Production #6	10,536	3,905	-	
1-5795-10-030-000	Production #7	72	3,205	2,000	
1-5810-10-030-000	Tour Production #1	555	4,749	-	
1-5815-10-030-000	Tour Production #2	208	3,421	-	
1-5820-10-030-000	Tour Production #3	30	2,025	2,300	
1-5823-10-030-000	Tour Production #4	-	1,322	-	
1-5825-10-030-000	STA Expenses	1,664	563	2,100	
1-5826-10-030-000	Academy T-Shirts	1,459	-	1,000	
	TOTAL PRODUCTION EXPENSES	114,922	29,890	15,275	Less production activity in FY2020 due to building closure and COVID
EVENT EXPENSES					
1-5906-10-030-000	Receptions	743	124	-	
	TOTAL EVENT EXPENSES	743	124	-	
EXHIBITION EXPENSES					
1-5990-10-030-000	Photography	1,606	-	-	
	TOTAL EXHIBITIONS	1,606	-	-	
	Total Expenses	997,975	657,602	351,563	
OPERATING SURPLUS/(DEFICIT)		(484,867)	(571,778)	(263,091)	