

I. Information

Organization Name: Great View Theatre Company

FEIN: 99-9999999

Address: 180 US Rt. 4

City: Enfield

State: New Hampshire

Postal Code: 03748

Phone: (603) 632-7878

Website: www.GreatViewTheatre.org

General email for organization: info@GreatViewTheatre.org

II. Organization CEO or Executive Director

First Name: Elizabeth

Last Name: Duvall

Title: Executive Director

Phone: (603) 727-6227

Email: Elizabeth.Duvall@GreatViewTheatre.org

III. Contact Info (if different from above)

IV. Grant Period

7/1/2022-6/30/2023

V. Request information

Amount requested: \$10,000

Total Projected organization expenses in the grant period: \$345,000

Total Actual organization expenses in the most recently completed fiscal year:
\$335,000 for FY '20-'21

Describe the potential impact of this grant on the organization and people served. Will your plans for the grant period change if you do not receive the amount requested?

The Great View Theatre Company continues to thrive due to the generosity of many volunteers. Our incredible artistic director, Scott Sweatt, pours his heart and soul into GVTC and although on paper he is paid part-time, he easily puts in the time and effort

of a full-time employee and then some. This grant will allow us to bring Scott on as a full-time artistic director with a well earned and much needed raise. Having a second full-time employee will give us more time to focus on our marketing campaign to increase our audience base and bring in new donors. It will also allow us to put more focus on attracting more diverse patrons, actors, staff members, and volunteers. Should we not receive the grant, we will be unable to bring Scott on as a full-time employee and he will need to continue working his other job, therefore taking much needed time away from the Great View Theatre Company.

VI. Organization Information

What is the mission statement of the organization?

The mission of the Great View Theatre Company is to inspire and encourage participants and patrons to be strong, compassionate, and positive contributors to society through a love and respect of the performing arts.

Describe the organization overall and brief history of its past background.

During the summer of 2000, a group of local teenagers from various high schools in the Upper Valley banded together to put on a variety show in Huse Park to raise money for a roller skating rink that was on the brink of bankruptcy. Although those efforts failed and the Great View Roller Skating Rink did ultimately end up closing the following year, the magic of that summer sparked an artistic revolution for the sleepy town of Enfield, New Hampshire. For the next four years, these teenagers would get together and put on various productions for the community. During the spring, summer and fall, teenage theatre lovers would perform outside in Huse Park, and during the winter months they would bring their talents into the Enfield Community Building. Each year, the productions gained in popularity and as the oldest members of the original 2000 summer variety show graduated from college, contemplating careers in theatre, the Great View Theatre Company was officially formed.

In the summer of 2005, GVTC officially filed for non-profit status as a 5013C funded theatre. Armed with degrees in theatre and business, the fresh faced graduates attempted three productions that first year: a locally written play by Hartford High School theatre director Alan Haenel, a creative retelling of A Christmas Carol, and a wonderfully moving production of Rent in the spring of 2006. GVTC would continue to produce a combination of local work, classic masterpieces, and Tony Award winning hits for the next ten years, eventually moving their productions to the 500-seat theatre at Mascoma Valley Regional High School, where many of the original members of the

company graduated from. They have built a partnership with the public school system and fostered a deep respect and love for arts education.

By 2015, it was clear that GVTC had outgrown their current venue space and wanted to break free of the school theatre, due to constant scheduling conflicts with Mascoma's own thriving theatre program. That spring, Enfield had lost a long time resident and theatre lover. Edna Pierce, who passed peacefully in her sleep at the age of 97 with no living relatives, was like a grandmother to so many of the community's budding performers and never missed a show. Once her estate and will had been thoroughly looked over by lawyers, it was determined that Edna's fortune would be given to the Great View Theatre Company under two conditions: that the theatre company would purchase the old building that used to house the Great View Roller Skating Rink, and that their first production in the newly renovated performance venue be Xanadu, as Edna had directed that very show at the rink in the 1980's. Edna's many admirers traveled from all corners of the world to see this production in the brand new, state of the art 1,500 seat venue. Additionally, GVTC established the Edna Pierce Memorial Scholarship, a fund that helps local students fulfill their dreams of continuing their education in the arts.

What originally began as a single variety show in a field grew into three productions a year, and in 2019 became four. This year we have added a fifth production, in the form of an educational summer camp. By collaborating with the Mascoma Valley Regional School District, GVTC is hoping to rekindle the partnership with younger families that was lost when we moved out of the school space. Families are able to pay what they can for camp itself and the production put on at the end of the session is free of charge. The hope is that through this partnership, we can bring in a younger audience and better service the members of our community.

Currently, our executive director is the sole full-time employee of the Great View Theatre Company. Our nine member board consists of a board president, secretary and treasurer who are all women, and six other members at large. We have a wonderful collection of volunteer staff from the surrounding community who share our mission of inspiring those we work with to become strong, compassionate, and positive contributors to society. We are hoping to increase our marketing campaign this year to increase our geographic range and expand our online streaming services. We want to put more focus on advertising the Great View Theatre as a travel destination stop for tourists who come to the area in the summer to vacation on Mascoma Lake, partake in leaf peeping in the fall, and visit our many ski resorts in the winter.

Describe all the organization's programs, activities and services, including where they are provided.

Great View Theatre's season consists of the summer camp production, a small cast musical in the fall, a holiday themed play in December, a local playwright's work in the early spring, and a large cast musical to bring it all home. Most of these events are held in the Great View Theatre performance venue, but we occasionally return to our roots in Huse Park for outdoor performances, when it fits the show. In addition to these performances, we work actively with the Mascoma Valley Regional School District to supplement their arts education programs with workshops and guest artist visits. Part of our contracts with our equity actors and staff is committing to a certain number of hours working within our robust school partnership. We want students to be able to learn from professionals, while also being able to see them in their prime with the Great View Theatre Company.

Describe any past partnerships with other organizations.

As previously mentioned, GVTC's biggest partnership is with the Mascoma Valley Regional School District. In the past, we have collaborated with JAG Productions, African-American Theatre in Vermont, in an attempt to bring more diversity awareness to our community and help broaden both of our audiences. We also frequently partner with Shaker Bridge Theatre, a small contemporary group that has been in Enfield for 13 years.

Our most recent partnerships have been with Whaleback Mountain in Enfield and Ragged Mountain in Danbury. GVTC hosts a variety of entertainment opportunities on Friday evenings, alternating weekly between the two ski resorts. We have hosted open mic nights, piano bars, and sneak previews of our productions during the winter months.

Provide the total number of people you served last year.

Great View Theatre serviced over 100,000 people last year. Naturally, most of our audience comes from New England, but through our patron and audience survey campaigns, we have noticed a small increase in the amount of visitors from outside of New England, as well as other parts of the world.

VII. Finances

Budget information

Proposed Budget FY '21-'22: \$345,000

Actual Budget FY '20-'21: \$335,000

Executive Director Salary: \$45,000

Artistic Director Salary: \$22,000

Production/Artistic/Education Salaries: \$113,000

Administrative: \$60,000

Fundraising: \$4,000

Production: \$67,000

Education: \$20,000

Scholarships: \$4,000

Describe how your organization typically funds annual programs and organization expenses. Explain any major variances in budget to actual for last fiscal year, especially if the year ended in a deficit.

25% Ticket Sales

40% Private Donations

30% Grants

5% Corporate Sponsorship

In addition to traditional donation campaigns, one of our most successful fundraising activities to date is our "Sponsor a Student" campaign. Students from our summer programs can choose to participate and are assigned a sponsor who has donated at least \$1,000 yearly to GVTC. Once every three months, these students share what they have been doing and how their experiences with the GVTC summer camp have helped them. Students have gotten very creative with these patron partnerships. Some create beautiful, handwritten letters with illustrations, others will film short video clips or create Prezi presentations. It has been a great way to connect our different generations. We have even started to see donations come from students' family members who are unable to attend performances, but frequently watch through our livestreaming services.

For the last two years, we have gotten a grant from the Pussycat Foundation, a private organization out of New York that focuses on women and leadership, youth and education, and empowering innovation. This grant has allowed us to send our staff and board members to workshops, conferences, and training that empower our leaders to think creatively, make positive changes, and foster innovative growth.

Last year, northern New England was hit with a very bad snowstorm that left most of New Hampshire, Vermont, and Maine without power for weeks. The storm hit the day before opening, we were unable to reschedule the performances for a later date due to our actors' contracts elsewhere. Great View Theatre unexpectedly had to refund \$8,000

in ticket sales. Fortunately, we had cash reserves left over from our 15th season gala that covered this unexpected cost.

VIII. Diversity, Equity and Inclusion

Describe the people you served last year

Total Number of People Served FY '20-'21: 100,000

Race: 80% white, 7% Asian, 6% Black/African American, 2% Latino, 5% other/no answer

Age: 75% 60+, 12% 40-59, 11% 20-39, 2% 19 and under

Describe the staffing structure of your organization, and experience or qualification of key staff.

Elizabeth Duvall, Executive Director - full-time (female, Native American)
BS Music Education, Plymouth State University '07
MA Arts Management and Leadership, Wichita State University '20

Scott Sweatt, Artistic Director - part-time (male, white)
BS Theatre, Skidmore College '04
MFA Acting, Columbia University '07

Board of Directors - President, Secretary, Treasurer, six members at large

Teen Board Leaders - a leadership group made of local high school and college students who organize and run our summer programs

Volunteers

List all current board members, their positions, gender, ethnicity or race.

Margaret Hunton, President (female, white)
Amy Fortier, Secretary (female, white)
Bridgit Guarino, Treasurer (female, Asian and Indian)
Jo-Ann Belanger, Volunteer Coordinator (female, Native American)
Chris Flockton, Teen Board Advisor (male, white and English)
Andrew Garthwaite, Marketing Manager (male, white)
Susan LaMontagne (female, white)
Mervin Marvey, Head of IDEAS Committee (male, African)
Karen Smith (female, white)

Tell us about progress and efforts by your organization to include and empower people of color and disadvantaged populations.

New Hampshire is not a state known for its diversity. However, the Upper Valley of VT/NH has seen a recent increase in the number of BIPOC community members, largely due to Dartmouth Hitchcock Medical Center's increase in job openings. Enfield and the other towns surrounding Mascoma Lake are becoming a more favorable location for families relocating due to a new position at DHMC. It is slightly cheaper than living in Lebanon or Hanover, the school district has a wonderful reputation for excellence, and the commute is generally under a half hour, depending on your location. We actively seek out local BIPOC playwrights and offer them a space to present their new works. We also have plans to build a committee of volunteers called Great View IDEAS (inclusive, diverse, equitable, accessible) who will evaluate what we do well, what we can do better, and build a plan to increase our reach in each of those categories.

Mascoma Valley Regional School District services a large demographic, both geographically and socioeconomically. The further families live from the Lebanon/Enfield metropolitan area, the more removed they become from the community. In the past, Great View Theatre has partnered with MVRSD to set up free meals and transportation to and from summer camp sessions for families living in the outlying towns. We are starting to see more students attend our educational opportunities who may not have been able to without these services. We are looking to set up a carpooling service so that families who want to attend events at Great View Theatre but can't afford or find transportation can carpool with someone who is already planning to attend.

IX. Attachments