



## OTTAWA LITTLE THEATRE ANNUAL REPORT HIGHLIGHTS FOR 2014/2015 – 102<sup>nd</sup> SEASON

The Ottawa Little Theatre has been producing theatre in Ottawa every year since 1913. With a vision of a community that puts “a little theatre in everyone’s life” OLT strives “to create the best in popular, entertaining, community theatre for enjoyment, participation and learning.” OLT consists of:

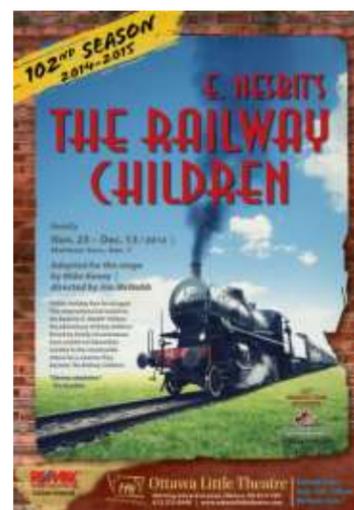
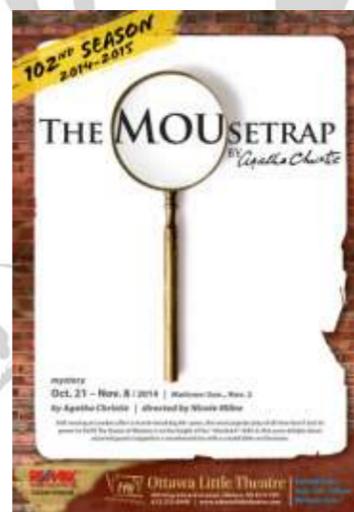
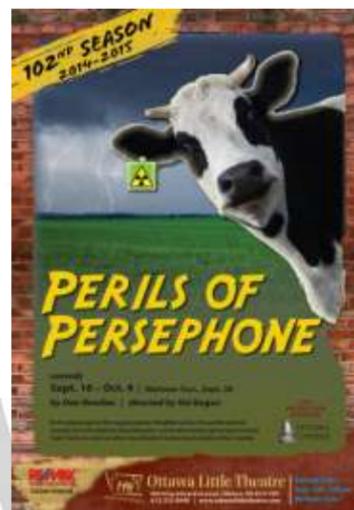
- A 12-month season of 9 productions and 144 performances
- A passionate audience of over 50,000 a year
- An artistic ensemble of over 300 volunteers
- A Learning @ OLT program offering over 25 educational opportunities each year
- A 12,000 square-foot theatre facility in downtown Ottawa
- A 102-year history during which OLT has produced over 1,000 plays in Ottawa

### STRATEGIC PRIORITY 1: QUALITY PRODUCTS

- Produced a main season of eight plays which were well-received artistically – *Perils of Persephone* by Dan Needles, *The Mousetrap* by Agatha Christie, *The Railway Children* by Mike Kenny adapted from the book by E. Nesbit, *Clybourne Park* by Bruce Norris, *Sabrina Fair* by Samuel Taylor, *Goodbye, Piccadilly* by Douglas Bowie, *Breaking the Code* by Hugh Whitmore and *Dangerous Corner* by J.B. Priestley
- Produced one summer play which drew a wide variety of tourists as well as members of OLT regular audiences to the theatre – *Bedtime Stories* by Norm Foster
- Was honoured with ten nominations in the Capital Critics Circle Awards and won one – Best Actor for Sean Toohey for his performance as Alan Turing in *Breaking the Code*
- Entered *MUD* by Makambe K. Simamba (winner of the first prize in OLT’s 73rd National One-Act Playwriting Competition), in the Eastern Ontario Drama League’s (EODL) One-Act Festival winning two awards: the Penny Arril Adjudicator’s Award, for Tech/Visual Presentation Beautifully Harmonized with Music for John Collins and Lindsay Wilson; and the Mae Carmichael Award for Acting Excellence – Male for Chancard (Chance) Lemvo as Wilson
- Entered a full-length play, *Goodbye, Piccadilly* by Douglas Bowie, in the EODL Spring Play Festival winning one EODL Award: the Margaret White Award for Acting Excellence – Male for Andi Cooper as Cecil
- Attracted an audience of 40,595 people to its nine productions

### STRATEGIC PRIORITY 2: LEARNING ENVIRONMENT

- Offered Workshops on Playwriting with Dan Needles and on dramaturgy with Erica Kopyto, Telling the Story Through Acting with R.H. Thompson, Acquiring Accents with Julia Lenardon, Design & Tech for Directors, and OLT Techs sessions



on sound, lighting, rehearsal management, stage crew, flies & rigging, first-aid and more

- Presented a series of Talk-Backs between the artists and the audience including talks with two Canadian playwrights, Dan Needles and Douglas Bowie and Canadian actor/director R.H. Thompson; a discussion of Racism with several guest speakers for *Clybourne Park*; a Squawk Back with the Ottawa Parrot Club for *Sabrina Fair*; and a hands-on discussion with code-breaker and collector Richard Brisson on five different nights featuring two real Enigma Machines for *Breaking the Code*
- Conducted the 74th National One-Act Playwriting Competition and presented rehearsed readings of the winning scripts during Playwrights Week. First place went to *Dashevsky and Lev* by Phyllis Heltay of Calgary, Alberta; second prize to *Lac/Athabasca* by Len Falkenstein of Fredericton, New Brunswick; third prize to *The False Neighbour* by Step Taylor of Chapel Arm, Newfoundland; and the Sybil Cooke Award for a Play Written for Children or Young People went to *The Dumb War* by Rachel Ganz of Montreal, Quebec
- Provided Drama Camps and Youth Theatre Workshops for 167 young people
- Attracted 1,679 people to the Learning @ OLT events -- 228 participants and 1,451 audience members for public presentations which included five Talk-Backs about the Enigma Machine during the run of *Breaking the Code* attracting 524 people

### STRATEGIC PRIORITY 3: EFFECTIVE GOVERNANCE AND FINANCIAL MANAGEMENT

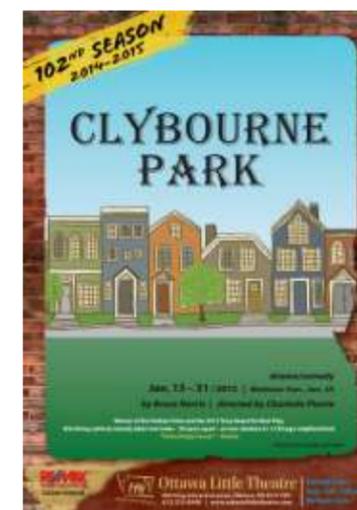
- Continued the Renew the Building Capital Campaign bringing the total raised to over \$678,000 including over \$78,000 from donations this year and \$321,500 from grants (\$150,000 from the Ontario Trillium Foundation, \$159,000 from FedDev 150<sup>th</sup> Cultural Infrastructure Program and \$12,500 from the Community Foundation of Ottawa). 70% of the \$975,000 campaign goal has now been reached.
- Continued the Signature Fundraising Event featuring OLT alumni, presenting a Blues Concert featuring alumnus Raoul Bhaneja with guests Super Chikan, Big Dave McLean and Tony D of Monkey Junk netting \$6,163
- Introduced the Classic Plus Subscription which includes all nine productions mounted each year (the Classic subscriptions’ eight main season shows plus the summer show) which was purchased by 19% of Classic Subscribers
- Experienced a substantial decline in revenues which has produced a significant deficit for 2014-15, discussed in more detail below under Financial Report

### STRATEGIC PRIORITY 4: FACILITIES IMPROVEMENT

- Continued the Renew the Building Capital Project, a five-year project broken into four acts to replace OLT’s outdated production equipment (completed), repair the outer shell of the building, replace the roof and replace the audience seating. This year OLT replaced its Hearing Assist System, and hired a construction company and architect to manage the work to complete Acts II and III – replacing the roof, windows and siding on the building. The construction work for these two Acts began in December 2015.

### STRATEGIC PRIORITY 5: VOLUNTEER RELATIONS

- Increased number of volunteer e-newsletters issued annually
- Inducted Amelia Hall, Len Holt, Barbara Meiklejohn and Joe O’Brien into the Cornerstone sculpture, ShapeShifters – the second group of volunteers to be honoured as human cornerstones who have helped make OLT what it is today



**STRATEGIC PRIORITY SIX: COMMUNICATIONS AND OUTREACH**

- Hosted 26 rental events (using 83 rental days) presented by a variety of community organizations
- Provided space for nine art exhibits organized by Ottawa Art Association

**TRENDS IN ATTENDANCE**

Main Season shows sold a total of 37,636 tickets, playing to 64% capacity or an average of 4,705 people per show. This breaks down to 294 tickets sold per performance. This included 2,896 Classic Subscriptions and 1,085 Custom Subscriptions. The remaining 26% of ticket sales were made to single ticket buyers. The summer show sold 2,245 tickets or 140 per performance, playing to 30% capacity and approaching its goal of half of the Main Season attendance. 559 of these tickets were sold as part of the Classic Plus Subscription. Previews attracted 714 people, bringing the total ticket sales for the year to 40,595, a decrease of 2% over the previous year's overall attendance at OLT productions of 41,461. Overall, Classic Subscriptions are continuing a slow decline which is a phenomenon occurring across North America due to the difference in lifestyles between older and younger generations. Custom Subscriptions are remaining steady. Single ticket sales are growing, just not quite fast enough to make up the loss of Classics. Rentals, special events, and the Learning @ OLT events attracted a total of 13,702 people, a decrease of 6.5% over the previous year primarily due to there being 5 fewer rentals. Overall, the total number of visits to OLT in 2014/15 was 54,277.

**ACKNOWLEDGEMENTS**

Ottawa Little Theatre thanks all of the individuals, companies and corporations who made this season a success. All your work and support is greatly appreciated.

**DONORS**

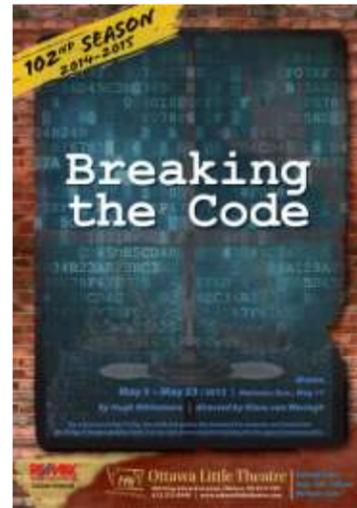
- Annual Campaign:** 369 individual donors
- Renew the Building Campaign:** 561 individual donors

**SPONSORS**

- Season Sponsor:** Re/Max Metro-City Realty Ltd.
- Production Sponsors:** Canada Retirement Information Centre Inc.  
Governor's Walk Retirement Residence  
Kelly Funeral Homes  
Richcraft Group of Companies
- Opening Night Sponsor:** Downtown Rideau BIA
- Playwriting competition prize:** Canadian Federation of University Women – Ottawa
- Wine Sponsor:** Dan Aykroyd Wines
- Media Sponsors:** CFRA
- Government:** City of Ottawa
- Renew the Building Campaign:** Ontario Trillium Foundation  
Federal Development 150<sup>th</sup> Cultural Infrastructure  
Community Foundation of Ottawa

**VOLUNTEERS**

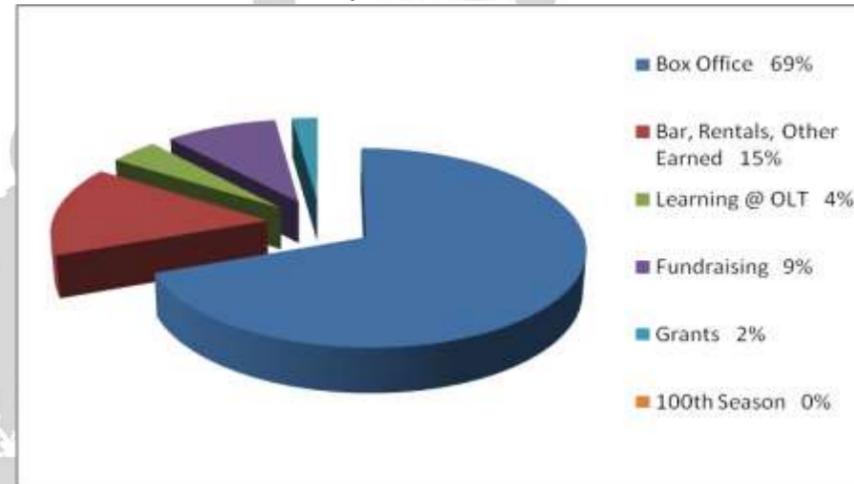
More than 300 volunteers participated in productions, on the board of directors, on committees and at special events, donating over 50,000 hours of their time. These people are the Ottawa Little Theatre. Thank you for all your time and efforts.



**FINANCIAL REPORT**

OLT ended the year with a deficit of \$140,987. This is OLT's first deficit in six years and will reduce the theatre's accumulated surplus to \$299,186. This was due to a \$145,184 reduction in revenues broken down in this way: \$100,043 less Investment Income due to the sluggish market, \$25,278 drop in Box Office Income due to a reduction in Classic Subscription Sales, \$14,807 less in Fundraising Income and \$4,856 less in the total Earned Income of all other sources, Total revenue for the year was \$1,029,038. Total expenses were \$1,170,025, up \$30,401 (3%) from the previous year. Half of this increase is due to a change in accounting practices in the previous year which changed the fiscal year in which Audit Fees are shown from the year being audited to the year in which the fee is paid. This means that the actual increase in budget was 1.5%, below the 2% Cost of Living Index. Box Office sales brought in 69% of the theatre's revenues, the Learning @ OLT program brought in 4% and Bar, Rentals and Other Earned Income brought in 15%. This means 88% of OLT's revenue was earned income. The remaining 12% consists of Fundraising at 9%, Grants at 2%, and Amortization of Deferred Capital Contributions at 1%. Because OLT had an accumulated surplus in place before this fiscal year, it remains in the black despite this sizeable deficit of nearly 13.7%. However, the Board conducted a strategic review of the Theatre's operations in 2014 and is now considering how to restore the Theatre's fiscal balance. To put this challenge in context, increasing tickets sales by 50 tickets per performance would eliminate the gap between revenues and expenditures.

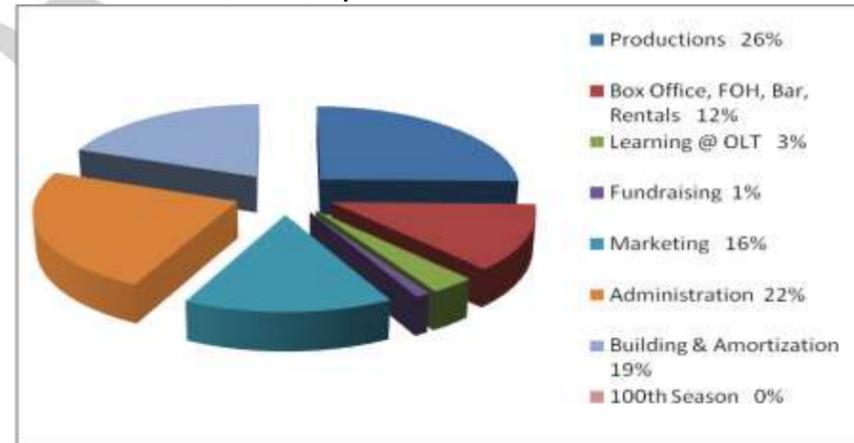
**REVENUE BREAKDOWN 2014/15**



**BOARD OF DIRECTORS 2014/15**

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 Chantale Plante, VP Artistic  
 Ann Scholberg, VP Volunteers  
 Ian Stauffer, Secretary  
 Paul Hession, Treasurer  
 Jane Morris  
 Paul Pieper  
 Linda Webster  
 Gil Winstanley

**EXPENSE BREAKDOWN 2014/15**



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