

The Bay Community Theatre



Annual Meeting
February 14, 2022



Agenda

- ❖ Election of the Board of Directors
- ❖ Overview of 2021 and Beyond
with Q&A
- ❖ Election Results.
- ❖ Adjourn

Board Slate - up for election

- ❖ Rick Andrews
- ❖ Jim Nairne
- ❖ Jeff Slocombe
- ❖ Sherry Edwards
- ❖ Kevin Maher
- ❖ Cheryl Hutchinson
- ❖ Jim Koch

- *1 Member = 1 Vote.*
- *Member must be present to vote.*
- *See Denise Genoa today for an election ballot.*



2021 Overview

Our Mission

The Bay Community Theatre

Our mission is to enhance the access and appreciation of cinema, performing, and literary arts by providing a local venue for cultural, intellectual and educational programs, and to maintain and protect the historic Bay Theatre building.



2021 Overview

Year 3: A Pivotal Year

1. Pandemic continued!
2. But, we focussed on the future and audiences started to return.
3. We are now opening a new chapter: moving from “saving the Bay” to now making it better than ever for many years to come.



2021 Overview

Pandemic Severely Impacted our Operations

January thru April: Closed.

May: Open - reduced days and showings.

June - December: Open 7 days/week.



2021 Overview

Theatre Attendance Started to Recover

Total Tickets Sold 2021: 6,954

+84% or +3,171 tickets vs. 2020
-60% or -10,409 tickets vs. 2019

Lots of Terrific Films! - new and old

- ❖ Cruella
- ❖ In the Heights
- ❖ Fast & Furious 9
- ❖ Dream Horse
- ❖ Space Jam 2
- ❖ Jungle Cruise
- ❖ Wizard of Oz
- ❖ Respect
- ❖ Stillwater
- ❖ Free Guy
- ❖ Roadrunner
- ❖ Grease
- ❖ Cry Macho
- ❖ Addams Family 2
- ❖ No Time to Die
- ❖ Alpinist
- ❖ Eyes of Tammy Faye
- ❖ Truffle Hunters
- ❖ Eisenhower
- ❖ Falling for Figaro
- ❖ Ghostbusters
- ❖ Polar Express
- ❖ Best Summer Ever
- ❖ It's a Wonderful Life
- ❖ Elf
- ❖ National Lampoon Christmas Vacation
- ❖ A Christmas Story
- ❖ Sing 2



Our #1 Movie in 2021



Our Runner-Ups

#2



In the Heights

#3



Many Special Events

Live music, film series, community events

HOLIDAY Magic at The Bay

Exciting First-Ever LIVE HOLIDAY CONCERT!

Get in the holiday spirit when "Strings of the Traverse Symphony Orchestra" perform two very special concerts at The Bay, featuring holiday favorites and a festive sing-along at the end of the show.

SPONSORED BY:

- Marlis Mann
- Tom Skinner
- Jim & Kathy Koch

Strings of the
TRAVERSE SYMPHONY ORCHESTRA

Saturday, December 4
3:00 pm – Matinee concert with Santa
7:00 pm – Evening concert (wine & beer available)

DON'T MISS OUT – BUY TICKETS NOW ONLINE OR AT THE BOX OFFICE

Adults **\$25** 12 & under **\$15**
(member discount applies)

BONEK insurance agency
SAFE SAVINGS BANK Suttons Bay Dental Center



Fundraising

Despite Difficult Times... Fundraising was strong

Individual Donations	\$104,178
Rotary Grant	\$50,000
SBA Grant	\$124,420
Total	\$275,898



Management

Our “new” General Manager - Nicki Miller



Financial Summary

Income

Income	\$296,047	} Tickets & Concessions: \$84 Donations & Grants: \$154 Rental Income: \$35 Memberships, Other: \$23
Cost of Goods	\$46,702	
Expenses	\$130,667	
Net Income	\$118,678	

Financial Summary

Balance Sheet

Current Assets	\$492,725
Fixed Assets	\$698,482
Total Assets	\$1,191,208
Current Liabilities	\$124,288
Long Term Liabilities	\$597,894
Total Liabilities	\$722,162
Total Equity	\$469,045
Total Liabilities & Equity	\$1,191,208



Looking Forward

Building for the Future

Our Vision

The Bay Community Theatre

By 2025, the Bay Community Theatre will grow from a quaint small town theatre saved from closure to a thriving, proactive, and inspiring anchor for the entire region. We will provide our local families with an affordable, safe and positive experience for learning and joy.

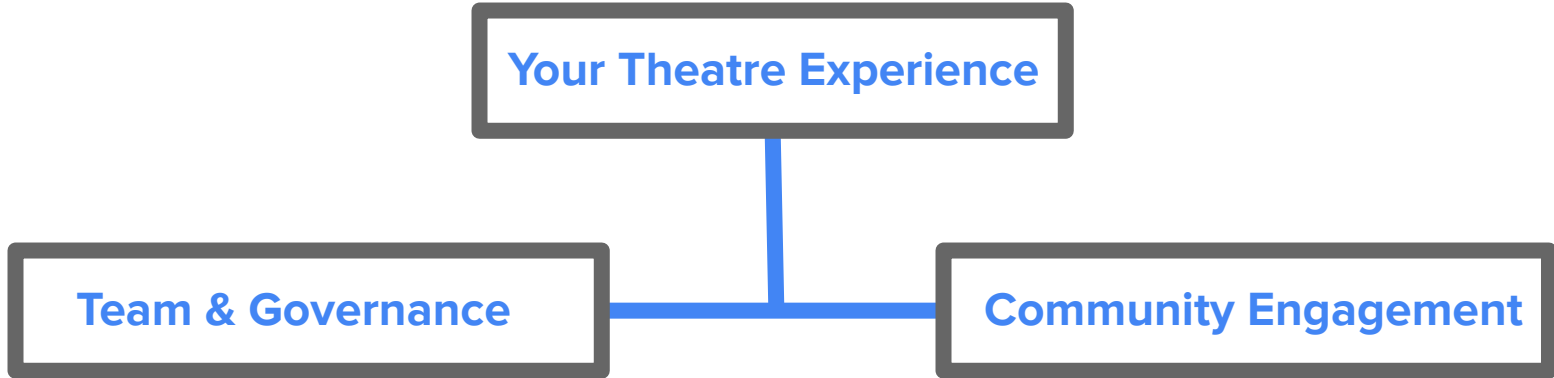
“The Bay” will continue to be primarily a single-screen movie theatre but will also offer live performances and serve as an important gathering place for community events.

By 2025, the theatre will have updated technology and infrastructure to provide our patrons a top quality experience and to protect our historic building.

The theatre will be financially strong with low or no debt, careful and transparent expense management, and revenues from ticket sales, fundraising, memberships, and sponsorships.



Toward Our Vision: 3 Pillars



Your Theatre Experience

- **Great Programming**

2 Season Strategy

Add Value Whenever Possible.

Films w expert speakers, creative series, special events, locally relevant topics. Live shows, private screenings, community events.

- **Friendly and Welcoming Everyday.**

This is your theatre... we're happy to see you!

- **High Quality Infrastructure**

Sound, projection, stage, lighting, restrooms, seats, concessions, etc.



Asset Replacement Priorities

Movie screen & masking

Stage Curtains - main, side, back.

Stage Electrical & Lighting

PA System for Events

Fire Detection System Upgrade

Lobby Redesign, Seats

Projector & Digital Sound Upgrade

Ongoing Building Maintenance (roof? HVAC?, marquee, exterior paint, etc)



2022



2022-3



2024-5

Community Engagement

Lots of Ways to Be Part of The Bay

- ❖ Come to the Movies!
- ❖ Become a Member
- ❖ Volunteer
- ❖ Donate
- ❖ Sponsor the theater or an event

Key Outreach Focus: local families.



Team & Governance

- **Active & Involved Board & Extended Team.**
 - Lean paid staff... GM now on board.
 - Positive, no-drama culture!
 - Volunteers
- **Close Money Management**
 - Keep expenses under close control. Always pay bills on time, in full.
 - Consistent and visible financial reporting.
- **Create A Sustainable Long Term Foundation**

Reduce debt (mortgage), maintain operating reserve, create recurring revenue streams.
- **Raise Capital to Replace Obsolete Infrastructure**
 - Urgent items: screen, curtain, lighting, stage electrical.



2022 Annual Meeting

Q & A

The Bay Community Theatre



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