

SERVANT STAGE

Around the World in 80 Days



First Look Fundraiser



The Civil War



Little Women



Sing, Sing, Swing



Bye Bye Birdie



Old-Time Gospel Radio Christmas



Contents

2017 Season Annual Report

1. Mission & Core Values
2. 2017 at a glance
3. Note from the Executive Director
4. Note from the Artistic Director
5. January-June: *Little Women* & *Civil War*
6. July-September: *Sing, Sing, Swing* & *80 Days*
7. October-December: *Radio Christmas* & More
8. Arts Education, Summer Camps & Internships
9. Financial Statement
10. Servant Stage Supporters
11. History of Servant Stage performances

• MISSION STATEMENT •

Servant Stage Company exists to serve our community with outstanding musical and theatrical experiences; make the arts accessible to all, especially people with financial or physical limitations; provide a creative outlet for artists in our community to develop and share their talents; create performances that inspire, educate, challenge, and entertain... and have fun while doing it!

• CORE VALUES •

SERVICE:

We serve our community by making musical and theatrical experiences easily accessible to everyone and we serve our staff and volunteers by placing the maximum worth on each one and valuing their time and talents. We seek to put others ahead of ourselves.

“Servant Stage Company is a professional company that’s filled with grace. They expect excellence but they also really care about every person that’s involved in each production.”

– Ric Zimmerman,
Servant Stage performer

EXCELLENCE:

We endeavor to put forth our personal and professional best, providing exceptional musical and theatrical experiences, maintaining a standard of excellence, and exceeding expectations.

COMMUNITY ENGAGEMENT:

We make the arts accessible to everyone in our community, especially those with physical or financial limitations. We value partnerships with community organizations, schools, churches, and retirement communities. We seek to involve artists in our community by offering a creative outlet.

NURTURE:

We seek to maintain an environment of friendship, fun, and inspiration, where artists in our community can develop their talents. We also offer classes, camps, and training for young artists in our community. We value our staff and volunteers both personally and professionally, and strive to nurture each other’s strengths and potential.

ENJOYMENT:

We are doing what we love to do, and that is a big part of what drives us to devote our time, talent, and energy into every project. We enjoy bringing enjoyment to others!



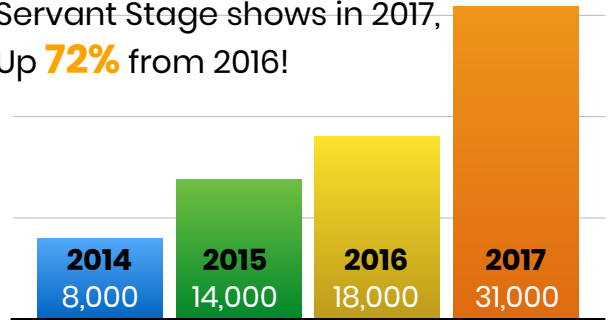
2017 at a glance

"Servant Stage delivers another helping of what it does best: singing, dancing, preserving tradition, and bringing on the fun in theatre"
- Marakay Rogers, Broadway World



31,000

audience members attended Servant Stage shows in 2017, Up **72%** from 2016!



291 Volunteers, independent contractors & staff members
Over 25,000 hours of work!

197 Performers on stage
Including 55 performers in our Christmas show!

291

118 Students involved
Through Camps, Internships, etc.

Volunteers, independent contractors, and staff members working together to make Servant Stage happen!

117 Paid Contractors
Actors, musicians, designers, etc.

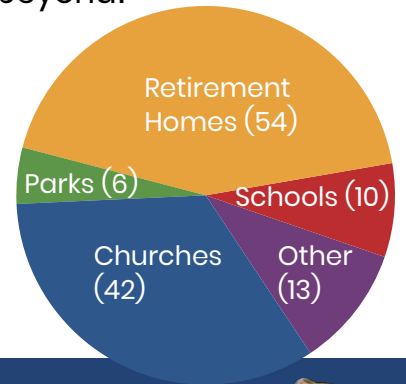


125 Total Performances

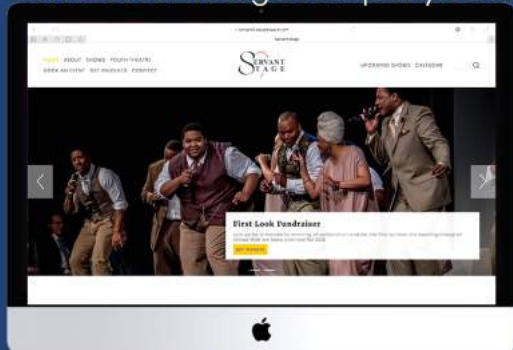
At different venues across Lancaster County and beyond!

\$930,000*

worth of tickets given to the community at no charge in 2017
* based on a Servant Stage ticket valued at \$30 (still well below the average ticket price for local professional theatre)



www.ServantStageCompany.com



Website and Social Media Engagement Stats

13,200/month people reached on facebook
10,800/month page views on new website
6,900/month social media engagement (likes, comments, and shares)

★★★★★ 5/5 from 80 reviews on Facebook, Google, and TripAdvisor



A note from our Executive Director

Thank you for being a part of the Servant Stage family! 2017 was a monumental year for us in so many ways, and it was an honor to take the journey together.



Johnathan Bauer

There's a school of thought that says you should devote 30% of your time towards building a great product and 70% of your time promoting it. **We've taken a very different approach** with Servant Stage, believing that if we devoted ourselves to serving our community, caring for our volunteers, and producing top-notch shows, the news would spread!

While we've seen steady growth each year, 2017 was **a year to shatter all records and expectations**. We had set an ambitious goal to reach 25,000 audience members, so we were blown away to have over 31,000 people attend our performances in 2017 (a 72% increase from 2016)! While we've been focusing on living out the mission of Servant Stage and doing our best to serve this wonderful community through the performing arts, it appears the word is certainly starting to get out! To paraphrase another quote, "if you build it, they will come."

Not only did we see remarkable growth in attendance, but also in all other areas. We expanded our youth theatre programs to involve 118 students in arts education, through theatre camps and internships; we were able to do a record 125 performances featuring 197 performers over the course of the year; we were able to bring Servant Stage performances to 40 unique venues across Lancaster County (and beyond), making wonderful performances accessible to folks in parks, nursing homes, retirement communities, schools, and other venues!

For all of that, we say "Thank you!" As the only Pay-What-You-Will theatre in the region, none of what we do is possible without you! So thank you for spreading the word to your friends and families! Thank you for supporting Servant Stage with your generosity and friendship, and thank you for allowing us to continue to grow and expand our impact on the community! **Thank you for being a part of the Servant Stage family!**

2017 Season Sponsors



2017 Season Productions



Youth Theatre Camps



January

February

March

April

May

June

July

August

September

October

November

December



A note from our Artistic Director

One year ago, we set out to deliver our most ambitious and challenging season yet. This approach was derived from the simple idea that WE knew what we had and what we were capable of, and wanted everyone else to share in the excitement of what a unique and special company we have here in Lancaster.



Wally Calderon

Keeping our focus as the focus throughout the entire year, we were able to accomplish all we set out to do with an amazing season of shows. With **Little Women**, we were able to bring a classic tale to life, enriching our audiences with an uplifting as well as educational experience. **The Civil War** easily became the most epic show we had ever produced, becoming a more powerful performance than we even imagined. It brought us as a company to a new level in the Lancaster theatre community. **Sing, Sing, Swing** stretched our company in the discipline of dance, and combined great music, amazing costumes, and wonderful talent. **Around the World in 80 Days** fed the desire for classic plays in Lancaster, and proved the value and power of ensemble shows as well as our love for working with guest directors and artists. And the thought to combine our most requested show with **Christmas** has paid off as we were able to book over 30 performances in five weeks, making it the most attended show in the history of our company.

With this season, we were able to show the community what is possible, and get them excited about what's to come with Servant Stage Company. AND we didn't lose our vision along the way! As much as ever, we were able to do it with the best intentions, attitudes of service, quality, and love for the community.

Our Future

We are not going to settle with our accomplishments of this past year, though they are remarkable. I could not be prouder of this past season, but I am so excited about what the future holds for our company, our staff, our volunteers, our audiences, and our community. We will continue to learn and strive to do better in all things. 2018 will be another year of great performances and growth, and we are lucky to have so many amazing people behind us.



L-R Kat Prickett, Wally Calderon, Tyler Hoover,
Johnathan Bauer, Lily Brown, Rick Knight

2017 Servant Stage Company Staff

Johnathan Bauer Executive Director	Wally Calderon Artistic Director	Tyler Hoover Production Manager
Rick Knight Director of Community Involvement	Kat Prickett Marketing Director	Lily Brown Administrative Assistant

2017 Servant Stage Company Board of Directors

Johnathan Bauer	Dr. Robert Bigley	Jennifer Norgaard
Rebecca Bauer	Doug Myer	Kat Prickett
	Adam Norgaard	

LITTLE WOMEN

the Broadway musical



by Allan Knee, Mandi Dickstein,
and Jason Howland

February-March

4,200+ audience members

10 performances at
Lancaster Alliance Church

10 touring performances for
local retirement communities

Directed by Wally Calderon

"...proves it doesn't take a massive budget to
bring quality entertainment to the community."

- Amy Kehm
Harrisburg Magazine



May Novalis reviewed **Servant Stage Company** — 5+
March 5 · 🌐
Excellent acting and singing! Really enjoyed Little Women and was super impressed by the talent of the performers. What an awesome way to serve the community by making high caliber performances accessible to diverse audiences. Definitely want to see another show!

Victor J Legarreta reviewed **Servant Stage Company** — 5+
May 28 · 🌐
I have done professional theater all over the world for 20+ years now and tonight I was humbled by what I saw! The cast of Civil War was hands down one of the best ensembles I have ever seen! I was moved to tears from beginning to end! I am thankful for the gift that every single one of you shared with me tonight! GO SEE CIVIL WAR!!!!

4,400+ audience members

4 performances at
**Winter Center,
Millersville University**

Performances at
**Lititz Springs Park &
Lancaster County
Christian School**



by Frank Wildhorn Jr.

May-June

Sponsored by Mark Martin Motors

The President of the
Frank Wildhorn Jr. Fan Club
traveled down from NYC to see
this production, and then
canceled his dinner reservations
so he could see it again later
that night, calling it the best
production of *The Civil War*
he had ever seen!

Directed by Wally Calderon

"Servant has secured a place among the leaders on the
Lancaster cultural scene... This is a must-see show"

- Ed Bonekemper
Civil War Author & Speaker



6,300+ audience members

**Setting a new record for our most attended show!*

22 performances at parks and retirement communities across Lancaster County and beyond, including:

Lititz Springs Park, Strasburg Community Park, Coleman Memorial Park, New Holland Community Park & many more

Directed by Wally Calderon



An original Servant Stage song-and-dance revue

July-August



Children from the audience join in on the swing dancing!

“What a wonderful show that my entire family loved and could all sit through with excitement. My kids have said this is their favorite show”

- Amy Meehan

Premiere Danse Academy



2,800+ audience members

12 performances at **Lancaster Alliance Church**



By Mark Brown

September

Directed by Chris Wert

Sponsored by Mark Martin Motors



“I’ve seen some pictures of the Servant Stage production and the costumes and set look gorgeous!”

- Mark Brown, Playwright

“This starts the fall season as one of the best sets of the year.”

- Marakay Rogers, Broadway World



"Wildly entertaining and very funny,
while keeping a focus on the
reason for the holiday."
- Marakay Rogers, Broadway World

OLD-TIME GOSPEL RADIO *Christmas*

November-December

Directed by Wally Calderon

8,100+ audience members
**Breaking the record for
our most attended show!*

Featuring a cast of over 50 local performers!

30 performances at venues across Lancaster County,
including 6 performances at **Lancaster Alliance Church**
2 performances at the **Red Caboose Motel**
& 22 other retirement communities, schools, and churches!

**3,400 audience members attended
the weekend of performances at
Lancaster Alliance Church!**

The cast giving a preview performance
for the residents at Garden Spot Village

Special Events, Concerts, Gigs and other Performances

More than 20 other performances throughout the year

Reaching 3,500+ audience members

Featuring the Servant Sisters,
the Backwoods Bluegrass Band,
& other favorite Servant Stage
performers

Arts Education, Summer Camps, and Youth Theatre Programs



Students perform *Honk Jr.* at Garden Spot Village

91 students (ages 10-18) attended our Summer Musical Theatre Camps in June & July.

Sponsored by Zen Windows Central PA

Thanks to the generous support of sponsors and supporters, Servant Stage was able to offer financial aid scholarships for every student that requested!



118 total students participated in camps, internships, and performances in 2017.

“Our son, Brayden, loved the camp. It was very professional and lots of fun. The production was amazing and it blew us away what they were able to do with the kids in one week. And the best part...the camp extended an extra 3 days so they could take the show on the road and entertain those who would not be able to get out to see a show.” - Michelle Halter, Parent



Students perform *Bye Bye Birdie* for friends and family at Lancaster Bible College



“In the past couple of years, Servant Stage has become like another family to me. The relationships that I have gained have enhanced my life in ways I never imagined. I have really enjoyed getting to explore my love for theater production with Servant Stage, especially being lead stage manager for the summer youth camp *Bye Bye Birdie!*

- Missy Campbell
Production Intern, '17



“Being included in their first youth production, *Godspell*, was an amazing experience. It made me realize how much I love to perform for people and how much joy it can bring to someone's life. The power that Servant Stage has to come together and create impactful productions feels amazing to be a part of. After being in both of the youth productions of *Honk Jr.* and *Bye Bye Birdie*, Servant Stage has felt like a home to me.”

- Anne McIlvaine
Theatre Camp Student, '16 & '17



Financial Statement

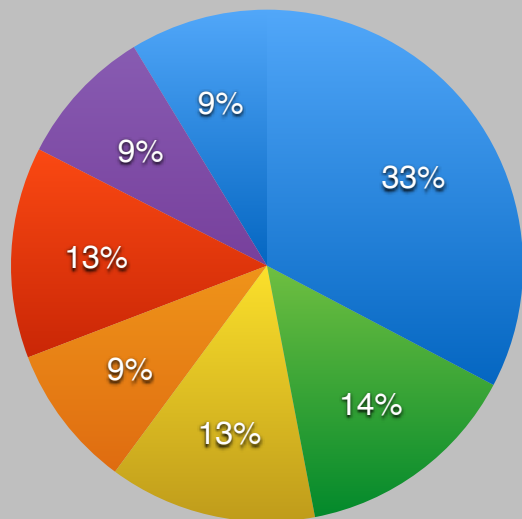


Servant Stage Company is carefully managed and has never run a deficit since its creation, with a sustainable vision for the future to serve our community for generations to come. Our fiscal year closed on December 31st, 2017 with \$100,964 in assets (\$21,794 in equipment; \$79,170 in cash). Our income for 2017 was \$289,183.59, against \$243,246.64 in expenses.

Production Revenue by Show



Though Servant Stage relies heavily on volunteers, whenever possible our goal is to offer stipends. In 2017, Servant Stage was able to offer \$94,460 in stipends to 117 independent contractors



● Performers ● Designers ● Musicians ● Other
● Camp Staff ● Producing ● Marketing

Operational Revenue

Individual Contributions	\$198,503
Business/Organization Contributions	\$22,482
Education	\$17,559
Fundraising	\$16,087
Sponsorships	\$12,956
Concessions & Merchandise	\$10,557
Grants	\$10,000
Other Revenue	\$1,040
Total Revenue:	\$289,184

Operational Expenses

Independent Contractors (cast, crew, musicians, designers, etc.)	\$94,460
Salaries	\$81,745
Audio Equipment	\$12,506
Occupancy (renting venues & storage)	\$10,515
Royalties	\$9,279
Production Supplies (sets, props, costumes, etc.)	\$7,846
Marketing & Fundraising	\$6,380
Printing (playbills, newsletters, etc.)	\$5,681
Concessions & Merchandise	\$4,419
Vehicle Expenses	\$1,849
General Expenses	\$8,567

Total Expenses: \$243,247

Servant Stage Supporters



“Servant Stage is proving itself a tremendous artistic asset to the central Pennsylvania theatre community with its programming and affordability, as well as its reach into area retirement and nursing facilities.” – Marakay Rogers, Broadway World

2017 Season Sponsors



QUARRYVILLE
PRESBYTERIAN
RETIREMENT COMMUNITY

WDAC 94.5fm HD
THE VOICE
of Christian Radio

\$10,000 Grant



\$1000+ Business Partners



Hagelgans & Veronis



Show Sponsors

*The Civil War &
Around the World in 80 Days*



MARK MARTIN MOTORS

*Youth Summer Theatre Camps
Honk! Jr. & Bye Bye Birdie*



Z E N W I N D O W S

\$1000-\$4,999 Servant Stage Benefactors

2 Anonymous Donations
Matthew Six 124 Charitable Fund
Ed & Jackie Balderston
Robert & Allison Calderon

Susan Z. Duggan
Bruce & Carole
Eberwein

David & Nancy
Heintzelman
Stephen & Sandra Lindsey
Gene & Rhoda Martin

Mark Martin Motors
Tyler & Kat Prickett
Zen Windows Central PA
Earl & Vivian Ziegler

\$500-\$999 Servant Stage Partners

1 Anonymous Donation
Jon & Cindi Balson
Johnathan & Rebecca Bauer
Bob Neff Tours
Vincent Bresch
Buckwalters

J. Roy & Ada
Joyce Calderon
Glenn & Beth Cozzone
Melissa Edwards
Executive Coach
Paul & Barbara Flexer

Robert & Barbara Hayward
Don & Jean Hoover
Virginia Martin
Harriet W. Maurer
Elizabeth Metz
Doug & Janet Myer

Matt & Amy Neff
Ira & Dorothy Nolt
Rick & Jessica Rodgers
David & Josephine Snyder
Marvin & Cynthia Stouffer
Dr. & Mrs. Clifford Wagner

“As a community, we are blessed that such an artistic endeavor as this has chosen to be here in Lancaster County and to make their outstanding productions available to each of us.

“Servant Stage’s commitment to accessibility is unique and an inspiration to us. I think Servant Stage is the latest addition to a long list of Lancaster County treasures.”

– Robert Hayward, President & CEO of Quarryville Presbyterian Retirement Community

• History of Servant Stage Performances •

2018

The Marvelous
WONDERETTES

JUKEBOX
Saturday Night!

Seussical Jr.

INTO THE WOODS JR.

I'LL FLY AWAY
BACKWOODS BLUEGRASS BAND

TITANIC
THE MUSICAL

A CHRISTMAS CAROL

2017

LITTLE WOMEN
the Broadway musical

THE CIVIL WAR

HONK!

BYE BYE BIRDIE

Sing Sing SWING

AROUND THE WORLD IN 80 DAYS

2018 SEASON PREVIEW
Fundraiser

OLD-TIME GOSPEL RADIO
Christmas

2016

Embraceable You
PUTTYSODY BY GERTSWEIT

OLD-TIME GOSPEL RADIO HOUR

GODSPELL JUNIOR

Sherlock Holmes

Joy to the World
A Servant Stage Christmas

2015

Old-Time Gospel Radio Hour

H.M.S. PINAFORE

Forever PLaid

A CHRISTMAS CAROL

2014

Dancing
Cheek to Cheek

Old-Time Gospel Radio Hour

Yankee Doodle Dandy
Music of America

THE IMPORTANCE OF BEING EARNEST

An Old-Fashioned Christmas

2013 "Great American Songbook" "Amazing Grace: Songs of Faith" "Can You Feel the Love Tonight: Music of Disney"

2011-2012 Assorted Cabarets & Concerts including:

- Songs & Scenes from Gilbert & Sullivan
- "Some Enchanted Evening" Classic Love Songs
- "Do you hear the people sing?" Best of Broadway
- "Yankee Doodle Dandy" Music of America