

THE IMPACT *of Your* **SUPPORT**



Civic Center of Greater Des Moines
2010 – 2011 Annual Report

THE IMPACT of Your Support



Dear friends,

For more than 30 years, the Civic Center of Greater Des Moines has served as the center of culture in downtown Des Moines. Through blockbuster Broadway shows, enriching family entertainment, arts-based education and much more, the Civic Center helps make Des Moines a top-tier American city.

We couldn't do it without you.

As a not-for-profit organization, the Civic Center depends on donor funding. And during the 2010 – 2011 season, the generosity of individual and corporate donors helped us bring the best in the performing arts and arts education to Iowa.

Thank you for your support of the Civic Center. As these pages will show, **your support makes a difference!**

Sincerely,

A handwritten signature in black ink that reads "Jeff Chelesvig". The signature is written in a cursive, flowing style.

Jeff Chelesvig
President & CEO



Young Frankenstein.
Photo by Paul Kolnik.



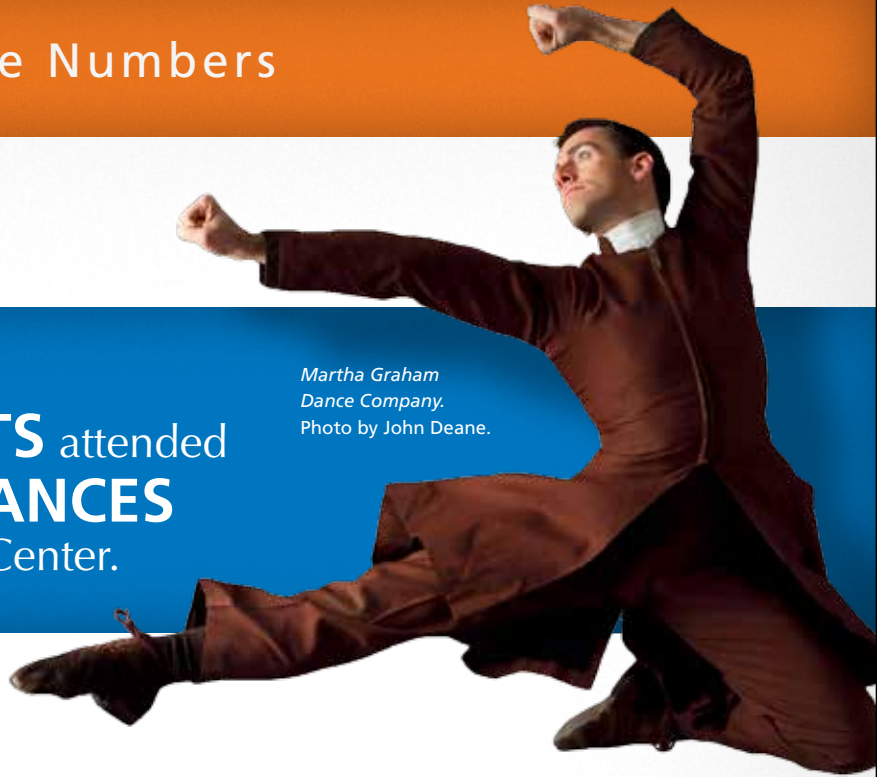
Next to Normal.
Photo by Joan Marcus.

Cover photo: *Mary Poppins*. Photo by Joan Marcus.

2010 - 2011 By the Numbers

A record-setting
336,485 GUESTS attended
366 PERFORMANCES
at the Civic Center.

*Martha Graham
Dance Company.
Photo by John Deane.*



- Pollstar magazine ranked the Civic Center as the **21st best-selling theater venue in the world.**
- Civic Center productions generated a local economic impact of **\$35 million** for area hotels, restaurants and retail stores.
- The premiere season of The Dance Series sold **909 season tickets.**
- Our education programs enriched the lives of **45,000 children and adults** from **40 Iowa counties.**
- A significant increase in corporate donors **set a record for corporate support.**



*Stage Right
Broadway Camp.*



*Rock of Ages.
Photo by Joan Marcus.*

2010 - 2011 Season Highlights:

THE DANCE SERIES

Our first season of The Dance Series was a soaring success.

The sale of 55 Dance VIP season ticket packages, along with 854 individual Dance Series season ticket packages, showed our community's enthusiastic support for professional dance. The Dance Series featured performances from **Pilobolus, the Martha Graham Dance Company and the James Sewell Ballet.**

Each company also brought a significant educational impact with pre-show talks, post-show talk backs with the performers and master classes for dancers of all ages.



Pilobolus opened The Dance Series with their creative mix of acrobatics, artistry and gravity-defying human contortions.

Photo by John Kane.

Dancers warm up for a master class with the Martha Graham Dance Company.



**MORE THAN
5,400 PATRONS**
attended our first season
of The Dance Series.

2010 - 2011 Season Highlights:

TEACHER PROFESSIONAL DEVELOPMENT



Teachers learned to incorporate music and other art forms into classroom lessons in the five-part Arts Integration course.

Our new Teacher Professional Development program

helped us keep the arts alive in Central Iowa schools. In the program's first year, 185 "non-arts" teachers attended 15-hour professional development courses on integrating arts-based learning and activities into their classrooms. **This program would not be possible without donor support.**



“ABSOLUTELY LOVED IT!”

I have taught 27 years, and I have never been this excited to implement a new strategy in my classroom! It's given me and my career new life!

2010 - 2011 Season Highlights:

UNIQUE PARTNERSHIPS



Unique partnerships helped us bring even more entertainment options to the Des Moines area. For instance, **Lunch Unplugged**—an eight-week concert series held at the Temple for Performing Arts in March and April of 2011—was the result of a **partnership with the Downtown Community Alliance**. Noon-time performances covering musical genres ranging from pop to opera were featured.

Valerie Vigoda and her electronic violin were among the featured acts in the Lunch Unplugged Series.

The Rock of Ages Scratch Game created a unique partnership that is being duplicated in other Broadway markets.

MORE THAN 1,800

enjoyed a relaxing break from their workday during the Lunch Unplugged series at the Temple for the Performing Arts.



The Civic Center also **partnered with the Iowa Lottery for the Rock of Ages scratch game**. This first-in-the-nation Broadway-themed scratch game **helped us increase our advertising reach** with statewide exposure.

2010 - 2011 Season Highlights:

NATIONAL RECOGNITION



Jeff Chelesvig (rear, center), President & CEO of the Civic Center, joins representatives from *La Cage aux Folles* to accept the 2010 Tony Award for Best Revival of a Musical.

Our investment in *La Cage aux Folles*—made through the Independent Presenters Network—paid off. The production won a 2010 Tony® Award for Best Revival of a Musical, and the national tour launched in Des Moines—a great honor that also generated significant tourism dollars for the Des Moines area.

We earned regional and national recognition.

The Broadway League, the national trade organization of the Broadway industry, presented Barb Preuss, the Civic Center's Director of Marketing, with the Outstanding Achievement in Road Marketing Award. The award honored Ms. Preuss for her creativity and commitment to the success of Broadway productions at the Civic Center.

The Civic Center was also named the recipient of Bravo Greater Des Moines' inaugural Encore Award. The award recognizes a Bravo-funded arts and cultural organization that offers sustainable, entrepreneurial and innovative programming.



Right-top: Barb Preuss, the Civic Center's Director of Marketing, accepts the Outstanding Achievement in Road Marketing Award at the Touring Broadway Awards in New York City.



Right-bottom: Jeff Chelesvig accepts the Encore Award at the 2011 Bravo Gala.

2010 - 2011 Season Highlights:

THE LEGACY CIRCLE



Bob & Nancy Landess included the Civic Center in their estate plan through the Legacy Circle.

Members made the Civic Center part of their legacy. Our new Legacy Circle makes it easy for supporters to include the Civic Center in their estate plan.

Legacy Circle Members:

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Dale and Eneken Wakelin
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Jim and Ann Willer

* Deceased

“THE CIVIC CENTER
IMPACTS OUR
QUALITY OF LIFE,
AND WE’RE THANKFUL
THAT IT’S HERE.”

- Nancy Landess, Civic Center Legacy Circle Member

2010 - 2011 Season

Willis Broadway Series

Jersey Boys
9 To 5: The Musical
Mary Poppins
Riverdance
Next to Normal
Rock of Ages
Young Frankenstein
Chicago

Applause! Series

Strega Nona
Leo Lionni - Swimmy, Frederick, Inch by Inch
Martha Graham
Giggle, Giggle, Quack
Star Trek Live
Freedom Train
Darwin the Dinosaur
Shopping For Shoes
Fiesta Mexicana
Ben Franklin
Letters Home
Far as the Eye Can See

Prairie Meadows Temple Theater Series

Triple Espresso
Mr. Wonder Boy
My Mother's Italian, My Father's Jewish, & I'm in Therapy

Wellmark Blue Cross and Blue Shield Family Series

Strega Nona
Leo Lionni - Swimmy, Frederick, Inch by Inch
Darwin the Dinosaur
Fiesta Mexicana

The Dance Series

Pilobolus
 Martha Graham Dance Company
 James Sewell Ballet

Live at the Temple Series

David Wax Museum
 De Temps Antan
 Vance Gilbert
 Sonos
 Catie Curtis
 Dala

Lunch Unplugged

Ry Cuming
 Butch Thompson
 Valerie Vigoda
 Vance Gilbert
 Des Moines Metro Opera – *The Magic Flute*
 Sonos
 Catie Curtis
 The Nadas



Civic Center President Jeff Chelesvig with the "Jersey Boys" – Steve Gouveia, Matt Bailey, Joseph Leo Bwarie and Ryan Jesse.

Civic Center Special Presentations

Carol Burnett
 Mannheim Steamroller
 Madagascar Live!
 Bill Cosby
 Ashley Brown

Des Moines Symphony

Season Debut
 Youth & Nostalgia
 Beyond the Score: New World Symphony
 New Year's Eve Pops: Cirque de la Symphonie
 Love Notes
 Ahn Trio
 Enigma Variations
 Season Finale: Russian Spectacular

Stage West

Bill W & Dr. Bob
The 25th Annual Putnam County Spelling Bee
Umbrellas Not Included
The Seafarer
Beebo Brinker Chronicles
Title of Show

SmartTalk Connected Conversations Series

Jeannette Walls
 Ann Compton
 Isabella Rossellini
 Della Reese
 Sigourney Weaver

Concerts

Celtic Woman
 Melissa Etheridge
 Don Tjernagel
 Adult Standup Comedy
 James Taylor
 Kenny Rogers
 Daniel O'Donnell
 John Prine
 Ron White

Community Events

Iowa Improv Festival
 Hotel Paradise
 Midwest Jest Fest
 White Coat Ceremony
 Banana Punch
 Scott Simon
 Comedy Xperiment
 Veterans Day Concert
 Iowa Dance Theatre: *The Nutcracker*
 Comedy CoOp
 Ballet Des Moines: *Alice in Wonderland*
 Carpathia
 Iowa Jazz Band Championships
 DM 140 Character Conference
 Those Comics - Any Objections?
 Main Streets Conference
 EMC Insurance Centennial
 Betty Hill Dance Recitals
 Foster Powell Dance Recitals
 Becky Nalevanko Dance Recitals

“Des Moines has some of the **greatest audiences** we have ever played to. And the theater here is a great place to do the show. **WE LOVE IT HERE!**”

- Steve Gouveia (Nick Massi in *Jersey Boys*)

THE IMPACT of Your Support

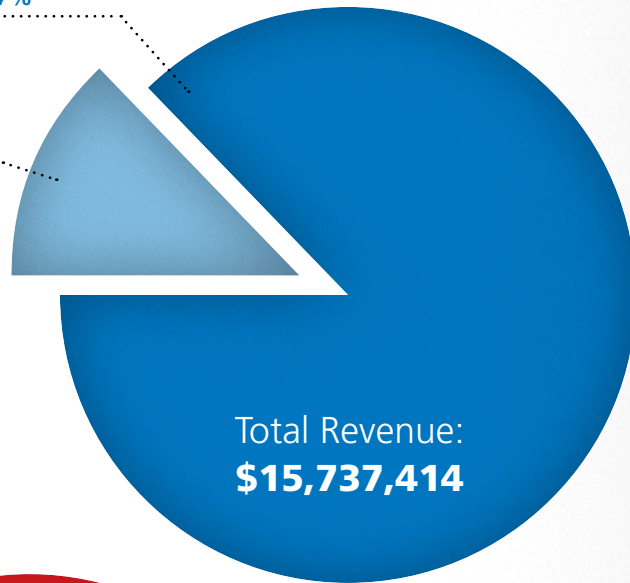
The Civic Center of Greater Des Moines is a 501(c)(3) non-profit organization entrusted to maintain and operate the Civic Center facility and Nollen Plaza to bring the best in live, professional performing arts and arts education to the community.

Events and Programming: 87%

\$13,741,208

Donations/Grants: 13%

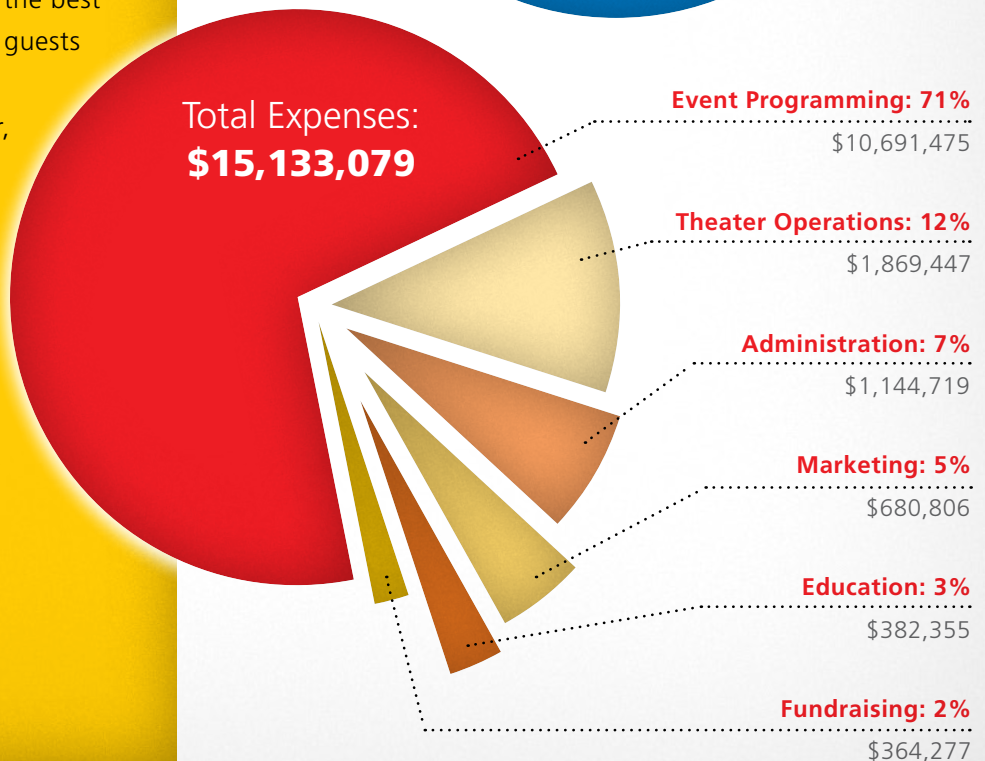
\$1,996,206



Reinvestment

Operating surpluses are essential to generate the financial resources required to maintain the Civic Center facility—and to provide for the best possible experience for our guests and performers. During the 2010 - 2011 operating year, the Civic Center reinvested over \$561,000 for:

- Facility renovations and equipment to improve the visitor experience: **\$253,474**
- Stage maintenance and equipment acquisition: **\$86,466**
- Nollen Plaza design preparation: **\$221,453**



CIVIC CENTER CAST 2010 – 2011



Ashley Brown.



Mary Poppins.
Photo by Joan Marcus.



Martha Graham Dance Company.
Photo by John Deane.

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* indicates member of the Executive Committee

2010 - 2011 Donors

The mission of the Civic Center of Greater Des Moines is to engage the Midwest in world-class entertainment, education and cultural activities. We thank the more than 6,000 Members who make this work possible through annual support.

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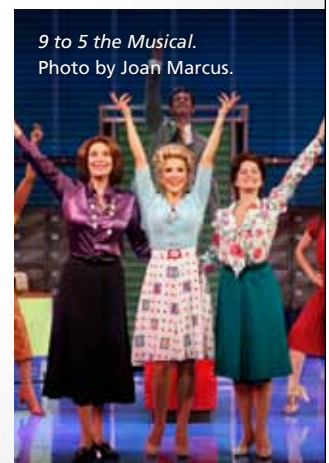
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Ben Franklin.



*9 to 5 the Musical.
Photo by Joan Marcus.*

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Family Series guests.



Prairie Prints in-class workshop.



Chicago.
Photo by Paul Kolnik.

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9 to 5 the Musical.
Photo by Joan Marcus.



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David Wax Museum.
Photo by Erik Jacobs.

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Rock of Ages.
Photo by Joan Marcus.



The Jungle Book summer camp.



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Daniel C. and
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Cameron and
Linda Sutton

Dennis and Cecille
Thompson

Scott and Teri Thompson

Jack and Deb Troxel

Jorge and
Ramona Valencia

Joseph and
Andrea Vocelka

Richard and
Nancy Waugh

Dennis D. and
Susan M. Witte

Gary and Sharlene Yuille

Public Funding

BRAVO Greater
Des Moines &

City of Altoona

City of Ankeny

City of Carlisle

City of Clive

City of Des Moines

City of Indianola

City of Johnston

City of Norwalk

City of Polk City

City of Urbandale

City of West
Des Moines

City of Windsor Heights

Polk County

Iowa Arts Council

Iowa Department
of Cultural Affairs

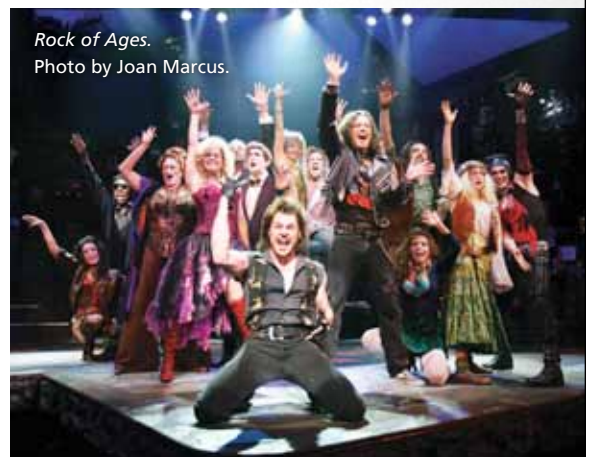
National Endowment
for the Arts

Polk County
Community
Betterment Grant

Sones de Mexico Workshop.



Rock of Ages.
Photo by Joan Marcus.



Strega Nona.



**YOUR SUPPORT
MAKES A DIFFERENCE!**

For More **INFORMATION**

The figures presented in this report are intended to be illustrative of the Civic Center's overall financial and programming structure. Fully audited reports are available for inspection by contacting:

Development Department
Civic Center of Greater Des Moines
221 Walnut Street
Des Moines, IA 50309

THANK YOU,
PREMIER PARTNERS!

