



SERVANT
TAG E

2018

SEASON
REPORT



making exceptional theatre accessible to everyone in our community
INSPIRE • EDUCATE • CHALLENGE • ENTERTAIN

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.

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!

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2018 at a glance

2018 SEASON SPONSORS

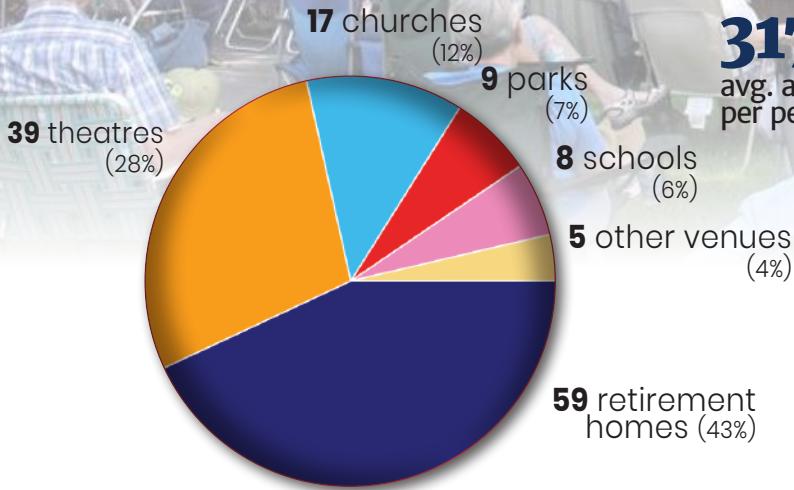
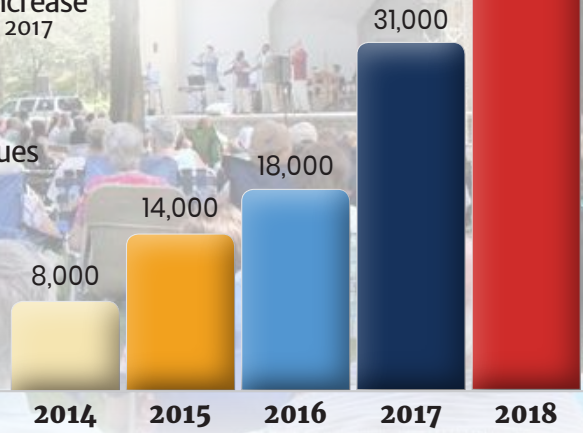


43,500 audience members
40% increase from 2017

137 total performances

55 unique venues

317 avg. attendance per performance



ATTENDANCE BY SHOW



"Everybody that's a part of Servant Stage is there to serve - each other, and the people that we're connecting with as audiences, and I think that just creates something that can't be matched! It's something that is just truly an incredible, unique experience, it's a ton of fun, and I think it's great that there is a company that's willing to share that and serve the community with those things in a way that everyone can access and be able to experience."



Brandon Cameron
Servant Stage Performer

WEBSITE & SOCIAL MEDIA ENGAGEMENT

★★★★★
5/5 Rating based on 116 Facebook, Google, and TripAdvisor Reviews

400+ volunteers, independent contractors, and staff members

50,000+ hours of work

300+ performers on stage in 2018 including **68** in Titanic alone!

200+ students involved in camps, internships, and student productions

116 paid contractors

36,000+ avg. monthly reach on Facebook

3,000+ avg. monthly interactions on Facebook

10,000+ avg. monthly web page views



*Weekly avg. 9/2/18-23/30/28

A letter from the Executive Director.

TO OUR DEAR SUPPORTERS, AUDIENCES, ARTISTS, VOLUNTEERS, AND COMMUNITY...

I'm so thankful for all of the shared experiences we have enjoyed together in 2018, for each success and each lesson learned along the way! It is a joy to serve this wonderful community together! As we celebrate another year of serving, it seems appropriate to both look back at the accomplishments of 2018 and forward toward what has been set in motion for the future.

We continued our dramatic growth trajectory, marking 5 straight years that our audience has grown by at least 29%! We presented 137 performances in 2018 (up 10% from 2017), reaching over 43,500 people (up 40%), bringing performances to 55 different venues across Lancaster County and beyond.

We're especially encouraged to see that we're reaching an increasingly diverse audience (see the audience stats at the bottom of the page) with people from all walks of life! Our mission has always been to make the arts accessible to all, and our audience surveys showed that we are truly reaching a much broader demographic than most theatres, and making theatre accessible to thousands of people that would not otherwise be able to enjoy it!

Our youth theatre program continued to grow as well, as we added more summer camp opportunities, a main-stage show just for teens, and had over 200 students participate in camps, internships, and student productions (a 69% increase from the previous year)!

In the musical *Titanic*, the ship's architect, Andrews, sings a line "Our task was to dream upon and then create a floating city..." I think that's an appropriate description of Servant Stage at this point in our journey – we've dreamt upon and created a wonderfully diverse community brought together by a unique mission.

As our floating city continues to grow some of the challenges grow as well. We continue to face the challenges of not having our own space (whether for rehearsals, camps, classes, storage, performances, etc). 58% of our ticketed performances were sold out in 2018, with our audience at 88% capacity for the year. We hate for anyone to be unable to attend shows, and want to make sure that our accessibility can continue to grow as our audience grows.

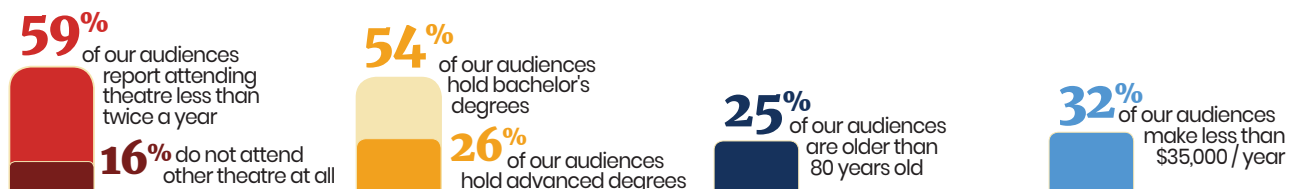
We have spent a considerable amount of time in 2018 exploring the best solutions to these issues, and continue to search for a permanent home for Servant Stage to put down roots and be able to expand our outreach programs. In the words of Henry David Thoreau, "if you have built castles in the air, your work need not be lost; that is where they should be. Now put the foundations under them."

I'm grateful to the Board of Directors for their leadership and wisdom through this year and commitment to see Servant Stage thriving and growing now while also strengthening the foundations for the future. Also a special thanks to the Lancaster County Community Foundation for a generous capacity building grant as we plan for the future, and a huge thank you to many of our dearest and closest supporters who have already begun backing a capital campaign for the future home of Servant Stage (see more information on page 14).

It is a privilege to lead Servant Stage and I know that it is because of the contributions of each and every one that we are able to have such a dramatic impact on all stages of life in our community!



Johnathan Bauer
Executive Director



With a mission to reach everyone, our audience survey results* show that we are successfully **reaching a much wider audience** than typical theatre demographics...



A letter from the **Artistic Director.**

OUR SEASON

On the heels of an epic 2017, we wanted to continue to improve the quality and caliber of our productions, to make shows even more accessible, to improve the entire guest experience, to add more people to our Servant Stage family, and to make even bigger and better the box that our shows had fit into in the past. Looking back at the year, we succeeded in these goals, and are so incredibly proud of the season we were able to provide for our community.

We opened with *The Marvelous Wonderettes*, transforming a gymnasium into prom night in 1958 and giving the audience a nostalgic experience. We produced our first all-teen production with *Jukebox Saturday Night*, continuing to challenge and train the next generation of performers. They rose to the challenge, putting on one of the most fun and high energy shows we have ever produced. We took the popular Backwoods Bluegrass Band on tour all summer long with *I'll Fly Away* featuring some of the finest musicians in the area. We produced our largest show to date with *Titanic*, utilizing over 60 amazing voices and a top caliber orchestra. Whether people came for the history, the powerful music, or simply the size of the production, they left inspired by seeing what we are capable of while still sticking with our mission to give this type of production to the community...to everyone. We ended the year by bringing back a classic adaptation of the beloved *A Christmas Carol*, sharing a timely message of redemption and forgiveness during the Christmas season.

OUR TEAMS

Our casts, creative teams, crews, and volunteers all flourished this year and made everything possible. Because of the demand of our shows, we were able to offer positions to even more people, often double casting our productions and using the talents of more production staff. Even with more people, bigger shows, and more moving parts, our hearts and mission have remained the same as we strove to offer everyone the full Servant Stage experience that we have worked so hard to make the priority each year.

OUR YOUTH THEATRE

We began the year thinking we had enough opportunities for our booming youth theatre program; however we quickly realized the incredible number of young performers that wanted to be a part of Servant Stage. By February, registration was already full for our summer camps, *Seussical Jr* and *Into the Woods Jr*, with 60 students each. Not wanting to turn anyone away from these camps, we added a third camp, *Godspell Jr*. Once again, we were able to provide financial assistance to everyone who applied for it. We ended the summer with over 150 young performers having gone through our camps.

OUR AUDIENCES

One thing I loved about our audiences this year, was the feeling of family. I loved that people were not only attending every one of our shows, but they were also offering to volunteer, and making a point to talk to us and get to know us. We heard more than ever that our patrons were bringing friends along with them, and spreading the word about Servant Stage...and it showed! We continued to hear that many were seeing a Servant Stage show for the first time, which means our future continues to look even more amazing.

OUR FUTURE

This was an incredible year for us, but there's still more work to be done and more fun to be had! The next year will bring us to even more people, to more venues, to more students, and to greater heights. We will strive to improve on all fronts, to listen to our community, and to give them something they want to support and be a part of. We don't want to grow complacent with where we are or what we have... there are still so many more people for us to reach out there. Here's to an incredible 2019!



Wally Calderon
Artistic Director

The Marvelous WONDERETTES

Written & Created by Roger Bean

February 16 – March 4

Featuring the top hits of the '50s and '60s, *The Marvelous Wonderettes* took a cotton-candy-colored musical trip down memory lane to the 1958 Springfield High School prom where we met Cindy Lou, Missy, Suzy, and Betty Jean – four girls with hopes and dreams as big as their crinoline skirts.

THE MARVELOUS WONDERETTES SPARKLE AT SERVANT STAGE

A particularly nice touch to this production is its setting. Rather than one of the usual Servant Stage venues, the choice was the gymnasium at Emerald Foundation (formerly the Jewish Community Center), lending the show an air of complete authenticity with a prom-decorated gym.

This show is a fine example of Servant Stage's style – theatre that's family friendly for all ages without being self-consciously "clean" or child-oriented.

Their pay-what-you-will policy that allows for whole families to come to shows and the quality of the shows chosen means that introducing children to "adult" theatre can be affordable and that seniors can get to superior productions on a fixed income.

Marakay Rogers
Broadway World



12 performances
at Emerald Foundation
Community Campus

5 performances
for local retirement
communities

3,400+
attendance



Karen Nolt reviewed Servant Stage Company — 5★
March 3, 2018 · 🌐

AWESOME! BRAVO! Took my mom & she was in heaven with all the song selections and the just right touch of comedy. Thank you!



I'LL FLY AWAY

BACKWOODS
BLUEGRASS BAND

May 26 - August 19

Fun and feel-good from start to finish, *I'll Fly Away* was a toe-tappin' tribute to folk, bluegrass, and old-time gospel music with the Backwoods Bluegrass Band and Friends!



12,500+ attendance
[SERVANT STAGE] **RECORD!**

32 touring performances
across Lancaster County



★★★★★ Reviewed August 22, 2018

I'll Fly Away

A great bluegrass and gospel show. Performers were magnificent! The songs were toe tapping and sing alongs. They always draw a capacity crowd.

Date of experience: August 2018

★★★★★ Reviewed July 8, 2018

Great Family-Friendly Show!

The blue-grass show "I'll Fly Away" is such great entertainment! Clean, funny, encouraging, up-lifting, for people of any age!

Date of experience: July 2018

SHOW SPONSOR:



JUKEBOX

Saturday Night!

May 8-20

One chart-topping, crowd-pleasing hit after another, spanning the decades and featuring everything from Rock-n-Roll to Broadway to Country, and performed by a cast of the top teen talent in the region!



First Ever
Mainstage Teen
Production

Cast of
28 Local Performers
ages 12-19

4 performances
at The Junction Center

7 performances
for local retirement
communities

3,000+
attendance

Servant Stage Company is the absolute best! The professionalism, quality of training and performances, is unparalleled. As a parent, Servant Stage gave my son an invaluable place to share his love of theater with other like-minded kids. Thank YOU for being such a positive influence and inspiring my son to be the best he can be.

*Elizabeth Moodie
parent of Conner, youth theatre participant*



Anita Routzahn reviewed Servant Stage Company — 5★
May 21, 2018 · 🌐

I had no idea what to expect - and I was totally overwhelmed with the talent, choreography, professionalism, content, entertainment. It was an A plus plus. We drove 1 1/2 hours from Downingtown to see this production and worth every mile. We are looking forward to enjoying the next production. Thank you everyone for all the hard work in producing this show. So very much appreciated.



Servant Stage
YOU THEATRE

IN CONJUNCTION WITH

**LANCASTER COUNTY
CHRISTIAN SCHOOL**

SUMMER Musical Theatre CAMPS

150 students
ages 10-18

2,750+
attendance



Seussical Jr.

Music by Stephen Flaherty
Lyrics by Lynn Ahrens

June 18-27



INTO THE WOODS JR.

Music and Lyrics by
Stephen Sondheim

July 9-18

CAMP SPONSOR:
Vincent Bresch



GODSPELL JR

Music and Lyrics by
Stephen Schwartz

July 30 - August 8



TITANIC

THE MUSICAL

September 21-30

SERVANT STAGE's largest production to date, in collaboration with Lancaster Bible College! We boarded the ship of dreams in this Tony Award®-winning Best Musical—a heart-stopping and riveting ride through the final moments of Titanic's fateful journey.

10 SOLD OUT performances at Lancaster Bible College

10,900 attendance



Servant Stage's largest work, with a cast of over 60 performers, was spot-on... one of both the largest and certainly finest pit orchestras that's been seen or heard of late in the area... and a worthy rival to shows produced at some of the area's best established professional theatrical houses. Servant Stage is poised to become a major player in the local theatrical market with shows of this quality.


Marakay Rogers
Broadway World

2018 BROADWAY WORLD AWARDS




BEST MUSIC DIRECTOR
Kendra Bigley
BEST LIGHTING DESIGNER
Tim Moser



 **Edward Raphael Fernandez** ▸ Servant Stage Company • 6 mins •

Bravo to Servant Stage for "Titanic". A sumptuously beautiful rendering of an incredible score from both orchestra and the cast of fabulous singers. sensitive and detailed direction, wonderful use of the set, great acting from top draw local performers. A treat for the eyes, heart, and mind..go and see it. Congratulations to all involved.

 **Jean Ammerman Rickard** recommends Servant Stage Company. October 29, 2018 •

Titanic was amazing! The acting, singing, instrumental music, and wonderful working together of cast, crews, orchestra, and directors produced a show better than many Broadway productions. Thank you, Servant Stage, for bringing such talent together and bringing such shows to Lancaster County.

SHOW SPONSORS:



A CHRISTMAS CAROL

10 SOLD OUT performances at The Ware Center

8,600+ attendance

38 performances across Lancaster County

an original adaptation of Dickens' classic novel

November 17 – December 23



School performances for students from Cocalico Middle School, Denver Elementary, Lafayette Elementary, and Martin Elementary

Two dinner theatre performances in a gorgeous setting at Drumore Estate, bringing theatre into the southern end of Lancaster County



SHOW SPONSORS:






Millersville University



2,000+ attendance



community events & special concerts

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 Dec. 31, 2018 with \$220,772 in assets (\$16,165 in equipment, \$204,607 in cash). Our income for 2018 was \$475,430 (including \$74,267 in restricted funds for the capital campaign) against \$350,483 expenses.

PRODUCTION REVENUE BY SHOW



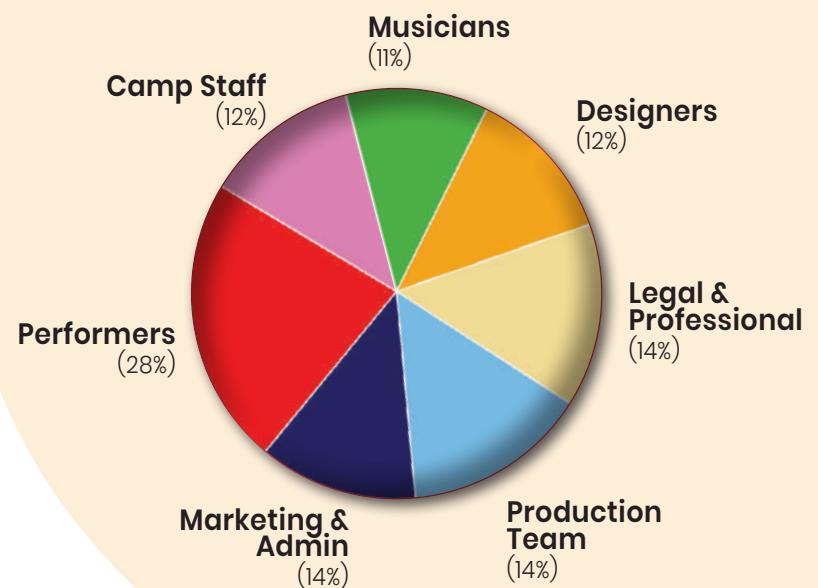
Operational Revenue

Individual Contributions	\$322,201
(\$59,267 toward capital campaign)	
Grants	\$36,000
(\$15,000 toward capital campaign)	
Sponsorship	\$28,293
Education	\$26,104
Business/Organization Contributions	\$22,700
Fundraising	\$20,458
Concessions & Merchandise	\$19,675
Total Revenue:	\$475,430

Operational Expenses

Salaries	\$133,401
Independent Contractors	\$106,936
Production supplies	\$22,120
Marketing & Fundraising	\$15,366
Occupancy	\$13,185
Audio Equipment	\$12,996
Printing	\$11,789
Royalties	\$10,479
Concessions & Merchandise	\$7,105
Vehicle expenses	\$4,157
General expenses	\$12,950
Total Expenses:	\$350,483

Though Servant Stage relies heavily on volunteers, whenever possible our goal is to offer stipends. In 2017, Servant Stage was able to offer **\$106,936 in stipends to 116 independent contractors.**



CAPITAL CAMPAIGN

As we began our search for a future home for Servant Stage and began sharing our strategic plans with the Servant Stage community, several generous and visionary supporters began making investments toward that future home and established the beginning of a capital campaign.

We're incredibly grateful for their visionary investment toward the future of Servant Stage, and look forward to working toward that goal in the coming year!

Capital Campaign

Individual Contributions	\$59,267
Foundation Grants	\$15,000
Total:	\$74,267

SERVANT STAGE *Supporters*

GRANTS AND SHOW SPONSORS



QUARRYVILLE
PRESBYTERIAN
RETIREMENT COMMUNITY



The Voice of Christian Radio



IN-KIND SPONSORS

Millersville University

Premiere Danse Academy



First Presbyterian Church of Strasburg



LANCASTER
ALLIANCE CHURCH



\$10,000+

Anonymous (3)

Evelyn Hess

\$1,000 BUSINESS SPONSORS



Cliff Mast & Shirley Mast, RN
Certified OPTAVIA Coaches™



\$1,000 - \$4,999

Jon & Cindi Balson

Donald & Anne Brubaker

Sundae Lausch

Norgaard Family

Jeff & Dona Barrall

Bruce & Carole Eberwein

Gene & Rhoda Martin

Tyler & Kat Prickett

Raymond & Nancy Bradley

Bud & Carolyn Grier

Lois Morgan

Alan K. Wyand & Robert L. Shoener

Vincent Bresch

John & Kathryn King

Gerald & Regina Musser

Earl & Vivian Ziegler

\$750 BUSINESS SPONSORS



Josiah's Oils

\$500 - \$999

Anonymous (10)

Susan Duggan

Stephen & Sandra Lindsey

David & Josephine Snyder

Ed & Jackie Balderston

Curt & Melissa Edwards

Harriet Maurer

Bill & Rosalie Starr

Johnathan & Rebecca Bauer

Kelly Fritz

Rachel Mundis

Marvin Stouffer

Benjamin & Amy Barrall

Mr. & Mrs. Robert B. Hayward, Jr.

The Munn Family

Walter & Sarah Styer

Eileen & Jim Beccone

Bill & Daureen Heffner

Doug & Janet Myer

Carol Lynne Thomas

Bob & Carolyn Buck

David & Nancy Heintzelman

Ira & Dorothy Nolt

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Ellis & Nancy Yunkin

Jay & Sally Douglass

Brian & Jamie Leshner

Frederick Sample

Ruth Zimmerman

Barry & Lois Sine

Omar & Priscilla Zook

THE HISTORY OF *Servant Stage*



Servant Stage started with the simple mission to serve our community with the performing arts. Beginning unofficially in 2011, Johnathan and Rebecca Bauer would get groups of friends together to rehearse and put on free performances for local retirement homes. The shows often featured a blend of professional performers and local music students sharing the stage together. The students were able to shine in front of a friendly and welcoming audience, the professionals enjoyed the chance to serve, and our audiences were delighted by the unique combination of musicality and theatricality— including costumes, choreography, and talented casts of all ages!

Something special began to grow, and over the next few years we performed four or five concerts each year (including performances for other local nursing homes, churches, and schools).

In 2013, we officially took on the name Servant Stage Company and incorporated to become a non-profit organization.



2014 marked our first full season with 5 productions and 55 performances.



In 2016, Wally Calderon joined the staff as a full-time Artistic Director and Servant Stage offered its first summer youth theatre camp.



Looking back at 40+ productions, 500+ performances, and 120,000+ audience members, it's amazing to see how far we've come in such a short time! The impact of Servant Stage grows dramatically each year as our audience expands, the number of performances and performance venues increases, and the number of performers, crew, and volunteers grows. But the mission of serving remains the same, and continues to draw people to Servant Stage.

The best is yet to come!



2019



2018



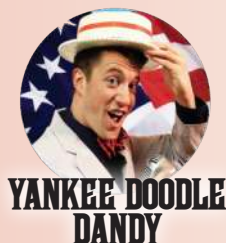
2017

2016



2015

2014



great american songbook

amazing grace: songs of faith

can you feel the love tonight: music of disney

2013

songs & scenes from gilbert & sullivan

yankee doodle dandy: music of america

2011-2012

some enchanted evening: classic love songs

do you hear the people sing: songs of broadway



STAFF

Johnathan Bauer EXECUTIVE DIRECTOR
Wally Calderon ARTISTIC DIRECTOR
Tyler Hoover MANAGING DIRECTOR
Lily Brown ADMINISTRATIVE ASSISTANT

BOARD OF DIRECTORS

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