



**CAPA**

2013–2014

REPORT  
TO THE  
COMMUNITY



**MICHAEL  
PETRECCA**  
Board Chair

Dear Friends of CAPA,

Since becoming Board Chair in 2006, I have seen CAPA face many challenges and changes, and am proud of the work this organization does and has done for the Columbus community. Whether it's bringing the world's talent to Columbus' stages, producing an annual summer festival, providing shared services to resident arts organizations, or preserving and maintaining downtown's most beautiful historic theatres, CAPA is engaged, active, and most importantly, cares about Columbus.

Since 2008, CAPA has added management of the historic Lincoln Theatre (2009) and the Jeanne B. McCoy Community Center for the Arts (2013), as well as production of downtown Columbus' Festival Latino (2009) to its portfolio. I have seen each entity flourish under CAPA's care and fulfill their mission and services to the community.

CAPA has also continued to provide shared services to an expanding list of local arts organizations, often proving to be the key factor in keeping them alive and a functioning component of Columbus' arts infrastructure. We have gone from servicing three local arts organizations in 2008-09 to seven organizations in 2013-14, including the Columbus Symphony, Opera Columbus, and the Drexel Theatre, all of which were facing financial straits that put them in danger of extinction.

What CAPA does for central Ohio is a labor of love for the city in which we all live, work, and play, and I am delighted to share our 2013-14 accomplishments with you in this annual report. I hope you enjoy reading about the exciting and rewarding work which CAPA continues to do on a daily basis, and join me in marveling at how far CAPA and central Ohio have come in just a few years.

On behalf of our board, staff, and volunteers, we thank you for your continued confidence and support, and look forward to boldly tackling the new challenges of many years ahead with you!

Michael A. Petrecca, Chair  
CAPA Board of Trustees Columbus

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Millions of CAPA's programs, foundation, and government grants enable us to support the city's vibrant arts and culture scene. Thank you Columbus and central Ohio for your support in the performing arts and CAPA.

**CORPORATE, FOUNDATION, GOVERNMENT & ORGANIZATIONAL SUPPORT**

\$100,000+  
The Columbus Foundation  
The Columbus Arts Council



**WE ARE  
CAPA**

**CAPA** (Columbus Association for the Performing Arts) is a non-profit, award-winning performing arts organization, presenting national and international performing arts and entertainment for 44 seasons.



**OHIO THEATRE**

Built: 1928  
Capacity: 2,791  
Location: Columbus

Photo: Randal Schieber

**OUR MISSION**

We bring the world to our stages, enrich lives, and create community through our mission to:

Present and produce artistic programming of the highest quality to serve and educate diverse audiences and feature renowned artists of all cultures

Operate and maintain world-class performance venues

Strengthen our arts communities by providing facilities for resident companies, and through partnership and collaboration, support those organizations

Bolster the economy of the community we serve

**OUR HISTORY**

Established in 1969, CAPA was formed to save downtown's historic Ohio Theatre from the wrecking ball. After an extensive CAPA-led renovation, the magnificent 1928 movie house is now celebrated as a vanguard achievement in the field of theatre rehabilitation and downtown redevelopment, and has been declared a National Historic Landmark and the "Official Theatre for the State of Ohio."

Today, CAPA also owns and operates the Palace Theatre (1926) and Southern Theatre (1896), and manages the Capitol Theatre, Riffe Center Studio Theatres, Lincoln Theatre (1928), and the Jeanne B. McCoy Community Center for the Arts in New Albany.

For more than 40 years, CAPA has brought world-class performances to the communities it serves, and also produces the annual CAPA Summer Movie Series, the longest-running classic film series in the nation, and Festival Latino.

CAPA also provides back-office services to a variety of local arts organizations, enabling them to focus on producing art while CAPA concentrates on providing operational and financial efficiencies. Currently, CAPA provides services to the Columbus Symphony Orchestra, CATCO, Drexel Theatre, Franklin Park Conservatory, Lincoln Theatre Association, McCoy Center for the Arts, and Opera Columbus.



Photo: Randal Schieber

**PALACE THEATRE**

Built: 1926  
Capacity: 2,837  
Location: Columbus



Photo: Feinknopf Photography

**SOUTHERN THEATRE**

Built: 1896  
Capacity: 925  
Location: Columbus



Photo: Feinknopf Photography

**LINCOLN THEATRE**

Built: 1928  
Capacity: 566  
Location: Columbus



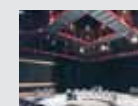
Photo: Scott Cunningham

**RIFFE CENTER THEATRES**

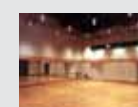
Built: 1989  
Location: Columbus  
**CAPITOL THEATRE** (pictured above)  
Capacity: 903



**STUDIO ONE**  
Capacity: 227



**STUDIO TWO**  
Capacity: 187



**STUDIO THREE**  
Capacity: 60



Photo: Feinknopf Photography

**MCCOY CENTER FOR THE ARTS**

Built: 2008  
Capacity: 786  
Location: New Albany

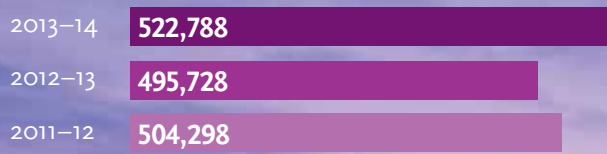
# AT A GLANCE

CAPA strives to be a responsible member of the community and positively impact the quality of life in the regions we serve. Here's how the numbers break down for the 2013-14 season, providing an overall picture of CAPA as an organization and the impact it has on Columbus.

## CAPA-Operated Theatres



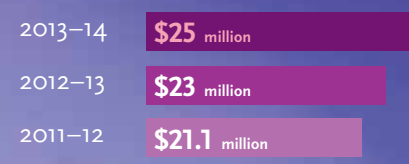
## Patrons



## Events



## Ticket Revenue



## Economic Impact



## Volunteers



## Facebook Likes



## Twitter Followers



# SPOTLIGHT

"I began volunteering at CAPA for the opportunity to see shows but quickly learned that being a volunteer is so much more. The combination of theatre, interacting with people, and community service has been very fulfilling for me. I particularly enjoy greeting our guests and helping to set a positive tone for their theatre experience."

My CAPA volunteer family, our beautiful theatres and the wealth of different performances that CAPA provides keep me coming back."



*Kathy has been a CAPA volunteer for 11 years. During the past two years, she has volunteered the most hours, logging over 800 each year.*

"I could volunteer other places and be one of many, but at CAPA, they care about each volunteer as an individual."

Photo: Randall L. Schieber

Photo: Trevor Arwood

Aaron Diehl



Photo: John Abbott

Patty Larkin



Photo: Jana Leon

Sesame Street Live



# CAPA PRODUCES



## Summer Movie Series 2013

The CAPA Summer Movie Series, the longest-running classic film series in America, is a highly anticipated summertime tradition in Columbus. In the 2013–14 season, more than 28,000 patrons attended screenings of their favorite classic films in the grandeur of the historic Ohio Theatre.

# SPOTLIGHT

"I've been a resident of Columbus for a long time, and I've seen the difference that CAPA has made since it has taken over the production of Festival Latino, such as improvements in safety, the quality of acts, and participation from the Latino community. The Festival continues to grow strategically—not only in terms of attendance, but also in the deliberate and quality performances that enhance the safe, family-friendly atmosphere."

CAPA has had a Spanish/Hispanic initiative for a long time through its presentation of the Caliente Series, and taking over the production of Festival Latino is helping this initiative to grow."

**RAMONA REYES**  
Festival Latino  
Steering Committee  
Chair

**"If you like the arts, you like CAPA. From the Broadway plays to the variety of concerts there's something for everyone."**

*Ramona Reyes is a human resources professional at Nationwide Insurance. She sits on the Columbus City Schools Board of Education and is an active member of the Latino community. This year, she served as chair of the Festival Latino Steering Committee.*

Photo: Trevor Anwood

The Addams Family\*



Photo: Carol Rosegg

The Pat Metheny Unity Group



# CAPA PRESENTS

CAPA presented 42 different performing artists and productions in Columbus.

## 2013–14 Events

- A Christmas Carol
- Aaron Diehl
- The Addams Family\*
- An Evening with Pikely, Sutton, Bulla, Bales & Cobb
- Blue Man Group\*
- The Book of Mormon\*
- Chris Thile
- Dave Koz and Friends Christmas Tour 2013
- Dr. Insecta's Incredible, Unforgettable Bug Lab Experience
- Flashdance—The Musical\*
- The Four Bitchin' Babes in "Mid-Life Vices—A Guilt-Free Musical Revue"
- Frankie Valli
- Habib Koité
- The Irish Tenors
- Jersey Boys\*
- Jillian Michaels "Maximize Your Life"
- Jim Brickman The Magic of Christmas
- Kid Power's Operation Lunch Line 3-D
- Ladysmith Black Mambazo
- The Legend of Zelda: Symphony of the Goddesses
- Madeline and the Bad Hat

- The Math Maniac Show
- The Masque (co-presented with Shadowbox Live)
- Menopause The Musical
- Milk Carton Kids
- My Heart in a Suitcase
- Nickelodeon's The Fresh Beat Band
- Over the Rhine
- The Pat Metheny Unity Group
- Patty Larkin
- The Peking Acrobats
- The Phantom of the Opera\*
- Radiolab Live: Apocalyptic
- The Richard Thompson Electric Trio
- Robert Post: Post Comedy Theatre
- Ron White
- The Second City's Happily Ever Laughter
- Sesame Street Live "Can't Stop Singing"
- Sister's Christmas Catechism: The Mystery of the Magi's Gold
- Sweet Honey in the Rock: Celebrating the Holydays
- Tango Fire
- We Will Rock You\*

\* Co-presented with Broadway in Columbus



Photo: Randall Schieber

## Festival Latino 2013

An annual Columbus tradition for 18 years, Festival Latino is the largest Hispanic event in Ohio, providing a two-day, family-friendly, free event that celebrates Latin culture with music, food, fashion, art, and children's activities. Success of the event under CAPA's management prompted an expansion in 2013, not only including its original location in Genoa Park but also stretching across the Rich Street bridge into Bicentennial Park. In CAPA's fifth year as the festival's producer, attendance rose 60% from 75,000 attendees in 2012, to 120,000 attendees in 2013.



Photo: Terry Gilliam

## COMMUNITY SERVICE

### Shared Services

CAPA offers personalized back-office services to local arts organizations, providing a streamlined process for patrons while allowing the arts organizations to focus on continued, quality entertainment for their audiences. Service agreements are personalized to fit each organization's needs, but can include programming, marketing, publicity, ticketing, finance, human resources, IT, management, operations, and development.

### Shared Service Agreements

Columbus Symphony Orchestra  
CATCO  
Drexel Theatre  
Franklin Park Conservatory  
McCoy Center for the Arts  
Lincoln Theatre Association  
Opera Columbus

### Partnership Agreement

Broadway in Columbus

### Ticketing Services Only

Available Light Theatre  
Capital University  
Chamber Music Columbus  
CityMusic  
Columbus Children's Theatre  
Columbus Gay Men's Chorus

### Ticketing Services Only (cont.)

Columbus Guitar Society  
Early Music in Columbus  
Jazz Arts Group  
Judah Performing Arts Company, Inc.  
Leap of Faith Dance Company  
New Albany Symphony Orchestra  
Pleasure Guild of Nationwide Children's Hospital

### Resident Arts Groups

With 16 resident arts groups presenting a wide variety of top local talent, Columbus theatregoers enjoy an array of quality entertainment choices nearly every night of the year. CAPA's venues are their home.

Available Light Theatre  
BalletMet Columbus  
CATCO  
Chamber Music Columbus  
Columbus Children's Theatre  
Columbus Gay Men's Chorus  
Columbus Symphony Orchestra  
Columbus Symphony Youth Orchestra  
Jazz Arts Group  
Judah Performing Arts Company, Inc.  
Leap of Faith Dance Company  
Ministry in Motion  
The Ohio State University Departments of Theatre, Dance, & Music  
Opera Columbus  
ProMusica Chamber Orchestra  
Thioassane West African Dance Institute

### Educational Outreach

Through the generous support of Honda, CAPA was able to present a five-show, educational series in the 2013–14 season. Specifically geared for grades K-8, the productions offered \$5 tickets which included a post-performance question and answer session with the cast (whenever possible) and study guides that correlate to the Ohio academic content standards for fine arts and other subjects.

History, literature, science, and math were brought to life on stage for more than 3,600 students in this special series which included:

The Math Maniac Show  
*Madeline and the Bad Hat*  
Dr. Insecta's Incredible, Unforgettable  
Bug Lab Experience  
Kid Power's *Operation Lunch Line 3-D*  
*My Heart in a Suitcase*

Following each performance, CAPA solicited feedback from teachers and parents in regards to any improvements that could be made for the following season.

Additionally, CAPA offered a special student performance of Charles Dickens' *A Christmas Carol* which was attended by more than 2,500, and a special free performance of *Mr. Blueshoes* for more than 400 fourth graders in the Marysville City School District.

Over the 2013–14 season, CAPA gave away more than 1,000 tickets and provided busing for Columbus City Schools' students and teachers.



Photo: Randall Schieber

## SPOTLIGHT

### PEARLINE FAGAIN- OWENS

mentor, Franklin County  
Children's Services



Pearline Fagain-Owens is President & CEO of The Grant Writer, LLC. She also devotes her time to community service as a volunteer for Franklin County Children's Services.

"As a volunteer, I often take children to see CAPA productions. CAPA's Partnership Program with Franklin County Children's Services [FCCS] sponsors our visits, and the CAPA productions have proven to be very inspiring for the children.

FCCS provides many opportunities for both mentors and mentees, but the partnership with CAPA is the most impactful because it sparks the children's imaginations. Taking the kids to the productions gives me a chance to show them other parts of the world without leaving the city!"

Photo: Trevor Arwood

# SUPPORTERS

Fiscal year 2014, July 1, 2013–June 30, 2014

The contributions of CAPA's individual, corporate, foundation, and government donors enables us to impact the cultural and economic vitality of downtown Columbus and central Ohio. Thank you for your investment in the performing arts and CAPA.

## CORPORATE, FOUNDATION, GOVERNMENT & ORGANIZATIONAL SUPPORT

### \$100,000+

The Columbus Foundation  
Greater Columbus Arts Council  
Ohio Arts Council

### \$50,000–\$99,999

American Electric Power  
Honda of America Mfg, Inc.  
Nationwide Foundation  
PNC Bank

### \$25,000–\$49,999

The Jeffrey Company  
City of Columbus  
Limited Brands Foundation

### \$10,000–\$24,999

Bob Evans Farms, Inc.  
Coca-Cola  
Fifth Third Bank  
Huntington National Bank  
Safelite AutoGlass

### \$5,000–\$9,999

AARP Ohio  
Abercrombie & Fitch  
CASTO  
Chase  
Columbia Gas of Ohio  
Diamond Hill Investments  
Electrical Service Professionals, Inc.  
Emerson Network Power / Liebert Corporation  
GSW Worldwide  
Hollywood Casino  
Mount Carmel Health System  
Nationwide  
Overmyer Hall Associates  
Porter, Wright, Morris & Arthur LLP  
PricewaterhouseCoopers LLP  
Rogers Krajnak Architects, Inc.  
State Auto Insurance Companies  
State Farm Mutual Automobile Insurance Co.

### \$2,500–\$4,999

Baker & Hostetler LLP  
Center for Latin American Studies, OSU  
Construction Systems, Inc.  
Crabbe, Brown & James, LLP  
DentaQuest  
The Dispatch Printing Co.  
Ernst & Young  
F & K Church of Christ  
Fischer Homes  
Friends of Marilyn Brown  
IDT Retail  
Irth Solutions  
JCPenney  
KeyBank  
Molina Healthcare of Ohio, Inc.  
The OSU College of Arts & Sciences  
Paramount  
Resource Employment Solutions  
Rodriguez-Bell & DiFranco Law Offices LLP  
SafeAuto Insurance Company  
Squire Sanders, LLP  
Target

U.S. Army / Army Reserve Recruiting  
Vorys Sater Seymour & Pease LLP

### \$1,000–\$2,499

Battelle Memorial Institute  
Columbus Dispatch  
HR Block  
Liberty Mutual Insurance  
Lifeline of Ohio  
Progressive / Insurance Solution  
The Chester Family Foundation  
VSP Global  
  
**Up to \$1,000**  
Cardinal Health Foundation  
Central Ohio Diabetes Association  
Columbus City Schools Dept. of Adult and Community Education  
Columbus Division of Fire/Recruitment Office  
Columbus Sign Company  
Crane Group Co.  
Franklin County Office on Aging  
Hardlines Design Company  
Homes on the Hill CDC  
Huprich Law Firm, PC  
ICC Ohio  
JPMorgan Chase Foundation  
Junior League of Columbus  
Lawyers Development Corporation  
Maryhaven, Inc.  
Nationwide Children's Hospital  
Nexus Academy  
The OSU Wexner Medical Center  
Planned Communities  
Provost Academy  
SS&G  
St. Vincent Family Center  
Walmart

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### \$5,000+ (Chairman's Council)

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Claudia & Blane Walter  
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Jane H. Zimmerman

### \$1,969–\$4,999 (1969 Society)

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Diane & George McCloy  
Pat & Wally O'Dell  
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### \$500–\$1,968 (Legend)

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Dr. & Mrs. Gregory Morrison  
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James R. Arnold  
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James & Ellen Bachmann  
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Gregory Barden  
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Debbie & Rex Moskovitz  
Aaron Masterson  
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Ken & Wendy Peters  
Romaine & Allan Pollchik  
Anthony Mark Puskarich  
Bob & Christy Radigan  
Donna Reed  
Vickie J. Riedel  
John & Shelley Robinson  
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William Shiels  
Robert & Donna Shipka  
Lynn Shipman  
Joan Simon & Hugh Clark  
Larry & Cheryl Simon  
Jim & Tammy Sites  
Snazzo Productions  
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Charles & Joan Stadler  
Doug Stewart  
Steve Stolte & Mardy Hanlon-Stolte  
Jennifer & Jeff Stouffer  
Chuck & Jojo Strickler  
Lynda Sudderberg & Steve Grassbaugh  
Mark & Melissa Sull  
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Sheila & Martin Torch  
Laura & Gordon Troup  
Chester Truss  
Allen Tucker, M.D.  
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Carl & Kay Wagner  
Linda Wagner  
Patricia Walden  
Donna & Rodney Wasserstrom  
Diane Weaver & Robert Allen  
Gwen & Tom Weine  
Dr. & Mrs. Mark Wells  
Elizabeth & Scott Wise  
Maureen & Tom Withgott  
Janice Minton Wood

### \$100–\$149 (Headliner)

Anonymous (12)  
Dale Abrams & Elliot Fishman  
Academy Class of 1976  
Colleen Adkins  
Melissa Alexander  
Joseph T. Allen  
Rebecca & Charles Ansley  
Randy Applegate  
Robert & Joyce Avers  
Rick & Mary Jane Bayer  
Terry & Shirley Boyd  
Katie Brandt  
Sloan H. Brittain  
Egbert C. Brown  
Bev & Herb Brown  
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My father Al Tallia ..... Amy Bidwell

### In Memory Of

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CAPA's net assets increased slightly in 2014 to \$42 million. Unrestricted net assets comprised \$39.2 million, or 93.3%, of total net assets.

Fiscal 2014 operating activities resulted in an \$86,000 surplus of revenues over expenses.

CAPA's operating revenues increased to \$15.87 million in 2014 from \$15.42 million in 2013. Total revenue from all sources in 2014 was \$16.86 million.

Earned revenue as a % of total operating revenue was 88% for Fiscal 2014. The largest earned revenue category was ticket sales and sponsorship, which comprised 43% of total operating revenue.

Contributed support, including donations, grants, and benefit events, accounted for 12% of revenues.

Program expenses comprised 72% of all operating expenses during 2014. Mission related programming included the Broadway Series and other CAPA presented events in central Ohio, maintenance and upkeep of CAPA's historic theatres, and educational programs. Support and administrative services accounted for 25% of expenses, while fundraising expenses represented only 3% of total operating expenses.

## Statement of Financial Position

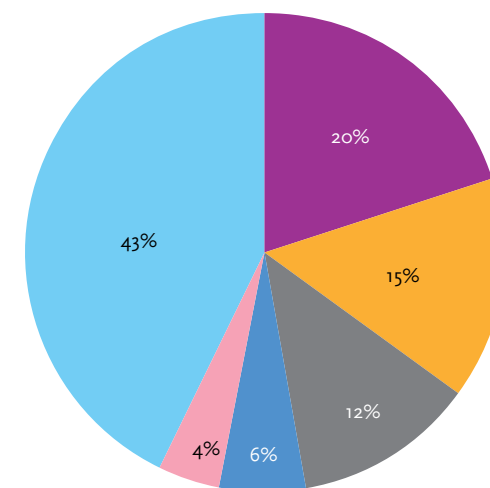
June 30, 2014

<b>Total Current Assets</b>	<b>9,813,000</b>
<b>Total Non-current Assets</b>	<b>37,360,000</b>
<b>TOTAL ASSETS</b>	<b>\$47,173,000</b>
Total Current Liabilities	2,868,000
Long Term Debt	2,280,000
<b>Total Liabilities</b>	<b>5,148,000</b>
Unrestricted Net Assets	39,166,000
Temporarily Restricted Net Assets	1,759,000
Permanently Restricted Net Assets	1,100,000
<b>Net Assets</b>	<b>42,025,000</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$47,173,000</b>

CAPA is a nonprofit organization exempt from income tax under Section 501(c)(3) of the Internal Revenue Code.

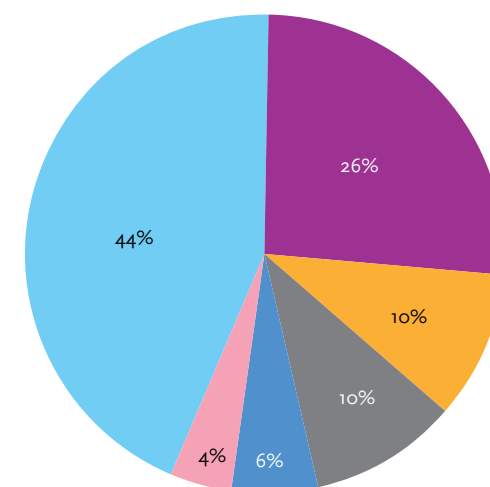
## Operating Revenue

Ticket Sales & Sponsorship	43%	6,826,000
Rental Activity	20%	3,216,000
Management Fees	15%	2,378,000
Contributed Support	12%	1,912,000
Concessions	6%	877,000
Ticketing, Investment & Other	4%	657,000
<b>TOTAL</b>	<b>100%</b>	<b>15,866,000</b>



## Operating Expenses

Payroll, Benefits & Tax	44%	6,911,000
Artistic & Program	26%	4,084,000
Building & Maintenance	10%	1,576,000
Other	10%	1,520,000
Office & Professional	6%	980,000
Advertising & Promotion	4%	709,000
<b>TOTAL</b>	<b>100%</b>	<b>15,780,000</b>
<b>OPERATING GAIN</b>		<b>86,000</b>



Results include activity related to the Ohio Theatre, Palace Theatre, Riffe Center Theatres, Southern Theatre, and Lincoln Theatre.





Photo: Randall L. Schieby

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