2019-2020

CAPA

REPORT to the COMMUNITY

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GWearefini

CAPA PRESIDENT & CEO

CHAD WHITTINGTON



Dear Friends and Supporters,

There's no question that 2020 will go down in history as the "Year of COVID-19." For our theatres, this meant an unexpected and unprecedented shutdown. But as we look back at our fiscal year, July 2019 through June 2020, we are reminded of how much we accomplished. From presenting captivating productions and artists to solidifying strategic priorities, CAPA achieved much. This was far from a lost year, and this report is a reminder and a celebration of the tenacity, courage, and growth of 2019–20.

At CAPA, we have found that tough situations often result in demonstrations of incredible character, and these last few months have been no exception. CAPA's extraordinary staff quickly and deftly pivoted to virtual programming while learning to work from home and adjusting to drastic budget changes. Corporate, individual, government, and foundation contributors have been steadfast and generous in their financial support in a time of our greatest need. Local

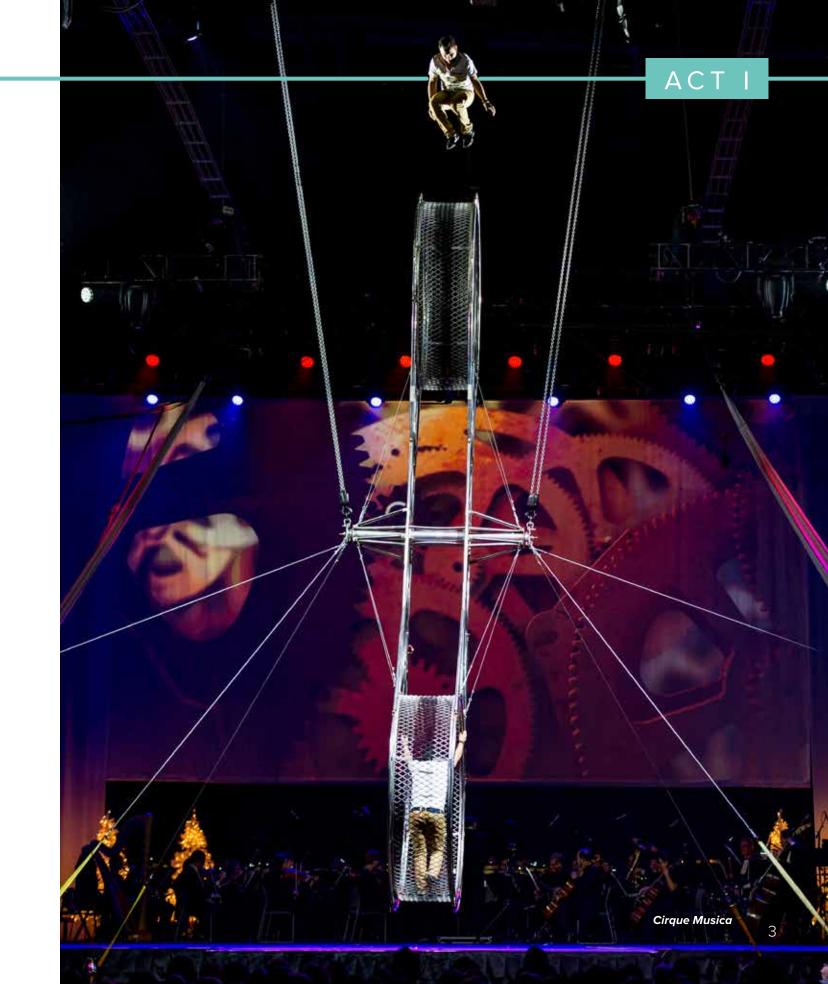
arts organizations have offered unbridled encouragement and support as we all strive to stay connected to those we serve. I've never been so proud to be a part of this community.

CAPA has relied heavily on a quote from Les Misérables over the last few months—"Even the darkest night will end, and the sun will rise." I remain excited about the future and look forward to witnessing the dawn of the next chapter in Columbus' story with you. As the story unfolds, CAPA will diligently continue its work to make Columbus a national destination for living, breathing art.

Chad Whittington



The mural on the cover was created by Columbus artists Adam Brouillette, Andy Graham, Lisa McLymont, and Jen Wrubleski



STRATEGIC PILLARS

ARTS LEADER & COLLABORATOR

Serve as a leader of the creative class in the region by supporting sustainability and collaborating with arts groups to raise the arts profile of our community.

- Shared Services Program
- Diversity & Inclusion
- Advocacy

EDUCATION & OUTREACH

Develop and implement education and community access programs that promote the appreciation of the performing arts and augment other arts education efforts.

- Marquee Awards
- Passport to Learning Series
- Arts Education Collaborator

DYNAMIC PRESENTER

Present exceptional performing arts programming that challenges, inspires, entertains, and engages audiences.

- Broadway Series
- CAPA Presents
- Festival Latino
- CAPA Summer Movie Series
- Avant-Garde Collaborations

STEWARDSHIP OF PERFORMING ARTS SPACES

Offer transformational experiences for visitors, artists, and renters by providing and operating first-class performing arts spaces and preserving historic theatres.

- Capital Campaign
- Customer Experience and Modernization
- Building Development Opportunities

OUR VISION

OUR MISSION

CAPA enriches lives by

cultivating and nurturing

the arts, spreading an appreciation that

can be felt in hearts, minds, and the

economy of our communities.

Columbus is a

national destination

for living, breathing art.

DYNAMIC PRESENTATIONS

CAPA brings the best national and international performing arts to its stages each year. In addition to producing the CAPA Summer Movie Series and Festival Latino, CAPA presented 45 different performing artists and productions in Act I of the 2019–20 season.

A Magical Cirque Christmas An Acoustic Christmas with Over the Rhine An Evening with David Sedaris An Evening with George Winston An Evening with Kenny G Anastasia* Anjelah Johnson: Technically Not Stalking Black Violin Boyz II Men Charles Dickens' A Christmas Carol Cirque Musica presents Holiday Wishes Classic Albums Live: Pink Floyd's The Dark Side of the Moon Classic Albums Live: The Beatles' Abbey Road Dave Koz & Friends Christmas Tour 2019 Dear Evan Hansen* Disney Junior Holiday Party! On Tour Double Dare Live! Harry Potter and the Goblet of Fire in Concert** Jersey Boys* Jesse Cook Josh Ritter & the Royal City Band Justin Willman Last Podcast on the Left Les Miserables* Mean Girls* Menopause: The Musical My Fair Lady*

Mystery Science Theater 3000 Live: The Great Cheesy Movie Circus Tour Nick Lowe's Quality Rock & Roll Revue starring Los Straitjackets Pat Metheny: Side-Eye with James Francies & Marcus Gilmore Peppa Pig Live! Peppa's Big Adventure Ross Mathews Name Drop Tour Rudolph the Red-Nosed Reindeer: The Musical Sasha Velour's "Smoke & Mirrors" Small Town Murder Spook Out Movie Magic Sunjata Kamalenya Tegan and Sara The Hip Hop Nutcracker The Peking Acrobats The Second City's Greatest Hits Vol. 59 Twisted 3*** Welcome to Night Vale Wilco

Wild Kratts LIVE 2.0: Activate Creature Power!







Nick Lowe's Quality Rock & Roll
Revue starring Los Straitjackets









^{*}Co-presented with Broadway in Columbus.

^{**}Co-presented with the Columbus Symphony.

^{***}Collaboration with BalletMet, the Columbus Symphony, and Opera Columbus.



EDUCATION & OUTREACH

In the 2019–20 season, CAPA's education and outreach programs reached more than 25,000 community members of all ages, providing free and low-cost educational and artistic experiences.

CAPA MARQUEE AWARDS

In the second year of the CAPA Marquee Awards Presented by American Electric Power Foundation, school participation almost doubled to 19 schools and the program reached 1,450 high school students. Throughout the year, students participated in a series of free

Our Education programs served more than

13,950

students from 13 counties

master classes and workshops with local and regional artists and touring Broadway company members of DEAR EVAN HANSEN, MEAN GIRLS, ANASTASIA, and MY FAIR LADY. When the year-end showcase had to be canceled due to COVID-19, we hosted a virtual Senior Celebration, highlighting student achievement in performance, design, technical theatre, student orchestra, and management. The celebration finale was a special virtual musical performance of "On My Way" from the musical VIOLET.

OTHER EDUCATIONAL HIGHLIGHTS

As part of CAPA's 50th anniversary celebration, we created a community arts project inspired by SUNJATA KAMALENYA, an interactive theatre experience based on the story of *The Lion King.* In October and November, arts-focused workshops that centered on African drumming and storytelling served 135 youth in afterschool



programs at Central Community House and Ethiopian Tewahedo Social Services. Then, on November 10, we held a community arts day at the Lincoln Theatre with 175 participants enjoying free, family-friendly arts activities. After the activities, we welcomed more than 325 members of the community into the theatre for a free performance of SUNJATA KAMALENYA.

- More than 6,650 students and educators attended CAPA'S Passport to Learning student matinee series.
- In addition, CAPA awarded more than \$10,000 in ticket scholarships and transportation assistance to schools with financial need.
- Through Broadway in Columbus (a CAPA-Broadway Across America partnership), we awarded ticket subsidies to provide more than 1,000 students and teachers the opportunity to experience the power of Broadway.
- CAPA offered 21 free master classes and workshops this season reaching more than 700 participants.





DONOR STORIES:

DALE HEYDLAUFF

SR. VICE PRESIDENT OF CORPORATE
COMMUNICATIONS FOR AMERICAN ELECTRIC
POWER AND PRESIDENT OF AMERICAN
ELECTRIC POWER FOUNDATION

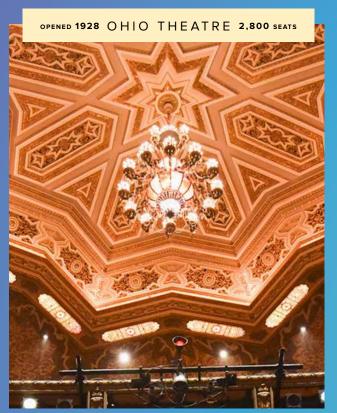
AMERICAN ELECTRIC POWER FOUNDATION

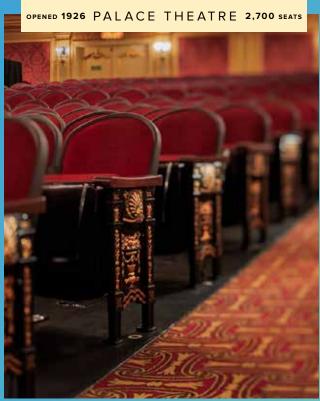
"Over the years, we have had the chance to get to know the people and the institutions cared for by CAPA. American Electric Power has been a strong supporter of CAPA and its mission, and we love their programming that enriches our lives.

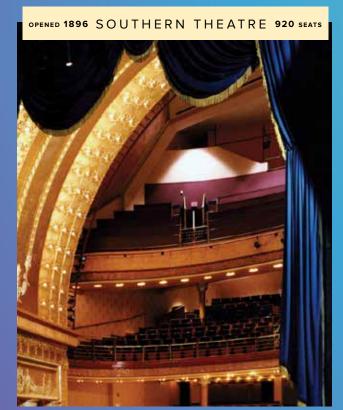
CAPA serves a vital mission for all of us. They are caretakers who preserve the most iconic, architecturally beautiful, and artistically awesome performance spaces in the state. They host works of art from instrumental music to ballet to theatrical performances. These experiences enhance the quality of life for all of us."



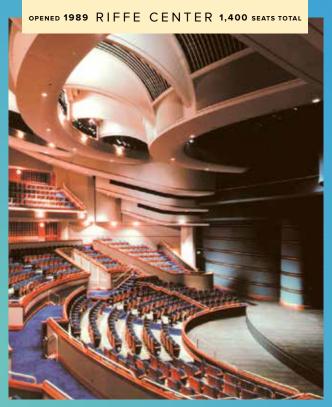
PERFORMING ARTS SPACES

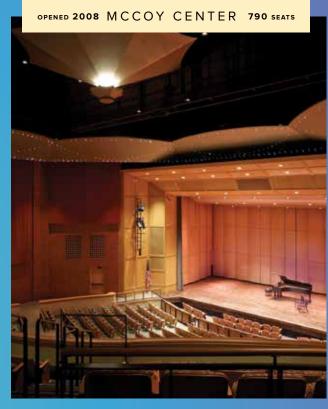
















COMMUNITY LEADERSHIP

Whether creating engaging programming, implementing the most state-of-the-art technologies, or collaborating with local artists and arts organizations, CAPA is committed to being an innovative leader in the arts—locally, nationally, and globally—but at its core, CAPA is of the community and for the community it serves.

SHARED SERVICE AGREEMENTS

CAPA offers customized back office services to local arts organizations, allowing the organization to focus on quality programming for their audiences. Service agreements can include marketing, publicity, ticketing, finance, human resources, IT, management, operations, and development.

CATCO
COLUMBUS SYMPHONY
FRANKLIN PARK CONSERVATORY
FRIENDS OF THE DREXEL
LINCOLN THEATRE ASSOCIATION
MCCOY CENTER FOR THE ARTS
OPERA COLUMBUS

DIVERSITY & INCLUSION

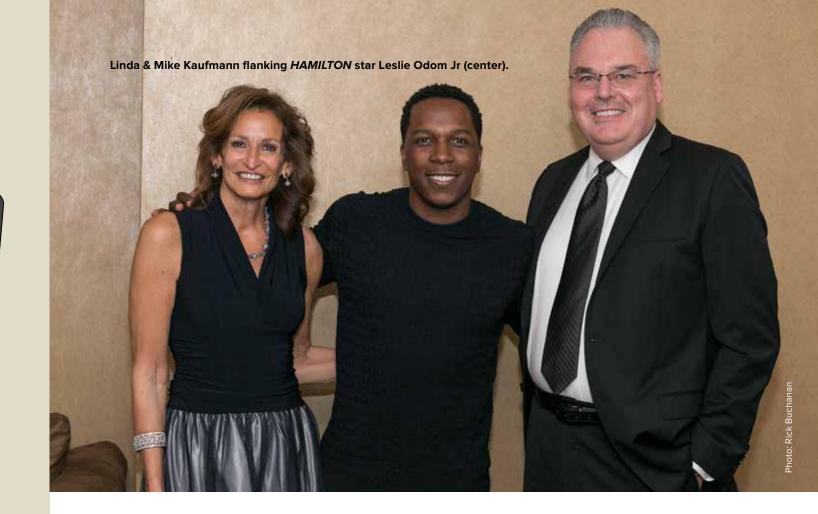
In January 2020, CAPA's board of trustees approved a statement affirming CAPA's commitment to diversity and inclusion. Scroll up for the full statement.

CBUSARTS.COM

At the close of 2019, CAPA launched a new ticketing and donation platform called CBUSArts. The new system utilizes the technology Arts of Tessitura Network, an international, non-profit leader in customer relationship management for arts and cultural organizations.

Since CBUSArts is owned and operated by CAPA, it is 100% local and keeps all collected patron information local. While patrons enjoy reduced service fees on most tickets, the service fees that are collected remain local, supporting CAPA's mission-driven initiatives designed to make Columbus a national destination for the performing arts.

The infrastructure of CBUSArts.com offers CAPA and its partner arts organizations increased functionality with new features that increase intercommunication between departments, better track customer service issues, and consolidate fundraising initiatives.



DONOR STORIES:

LINDA & MIKE KAUFMANN

LINDA KAUFMANN
CAPA TRUSTEE
CHERRY HILL CONSULTING

MIKE KAUFMANN CEO, CARDINAL HEALTH "CAPA is elevating the total artist presence in our community. Protecting our historic theatres, providing efficient back office services, and bringing world-class entertainment to Columbus is where CAPA excels. We must have a vibrant arts community for all the arts to thrive and to help local corporations attract and retain the world-class associates needed here in central Ohio. We are proud to be a part of CAPA."

CAPA GIVES BACK



In May 2020, CAPA donated more than \$1200 in individually wrapped snacks to the Mid-Ohio Food Collective for use in feeding the 100+ members of the National Guard on-site to help with food unloading and distribution during the pandemic.

As part of its CAPA Gives Back initiative, CAPA staff assisted Transit Arts, a Central Community House arts development program for youth, prepare for their holiday community open house events by decorating, baking cookies, and crafting gifts.



CAPA VOLUNTEERS

One of the greatest gifts CAPA receives each year is time. CAPA volunteers donate countless hours to ensure patrons have an experience to remember. From happily welcoming audiences to politely serving concessions to sharing in laughs, tears, and smiles, CAPA volunteers enrich lives through their kindheartedness and dedication to supporting the arts. Even during this unprecedented "intermission," they remain the heart and soul of this organization.

THANK YOU DON MCDOWELL

In 2019, we sadly lost 50-year volunteer Don McDowell. In 1970, Don helped book *The Alamo* at the Ohio Theatre, ultimately beginning the beloved CAPA Summer Movie Series that still runs today. With a great appreciation for our theatres and all the art forms that pass through them, Don embodied everything it means to be a CAPA volunteer and his memory lives on in our hearts and through every summer movie played at the Ohio Theatre.

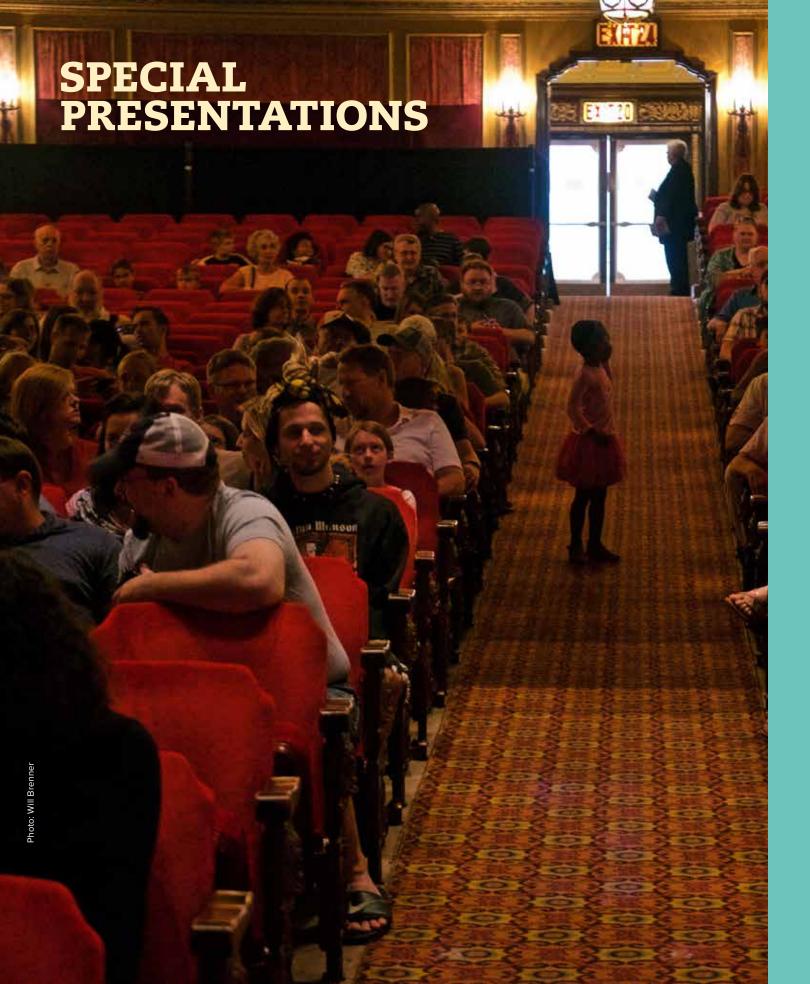


DONOR STORIES:

DEBBIE WILSON

CAPA DONOR AND BROADWAY SUBSCRIBER 20+ YEARS

"Everyone who loves live theater and live performances just needs to keep supporting until we can get back to normal again. It may not happen as fast as we want it to, but it will happen."



CAPA SUMMER MOVIE SERIES

The 2019 CAPA Summer Movie Series produced two new collaborations with community partners:

LIBRARY CARD DAY

In collaboration with the Columbus
Metropolitan Library, anyone who showed a
library card for the Saturday morning Cartoon
Capers program on July 27 received up to
four free admissions. More than 1,200 turned
out to enjoy a collection of classic cartoons
from animation's heyday including Bugs
Bunny, Daffy Duck, and a few surprises!

SUNDAY SHORTS WITH CCAD

In addition, CAPA teamed up with the Columbus College of Art & Design to show film, video, and animation shorts from CCAD student filmmakers prior to both Sunday featurelength screenings throughout the series.

TWISTED 3

In a distinctly Columbus, must-see kickoff to the 2019–20 season, Columbus' flagship performing arts organizations—BalletMet, CAPA, the Columbus Symphony, and Opera Columbus—came together to celebrate the performing arts and showcase the wealth of world-class artists that call Columbus home. Combining individual works of ballet, opera, and orchestral music into one unforgettable performance, Twisted 3 delivered masterful choreography, lively classical works, and acclaimed operatics amid the magnificence of the beloved Ohio Theatre.

SPOOK OUT MOVIE MAGIC

In October 2019, CAPA presented Spook Out Movie Magic, a special Halloween event at the Ohio Theatre. More than 1,200 enjoyed a special screening of Disney's Hocus Pocus, pre-show and intermission entertainment from CAPA organist Clark Wilson on the Ohio's "Mighty Morton" theatre organ, and a Hocus Pocus-themed costume competition for CAPA gift certificates.

The above events were part of CAPA's 50th anniversary celebration year in 2019.





In response to the impact of COVID-19 on local performing artists, CAPA launched the ApART Together Concert Series, a free music series that livestreamed 30-minute sets from a lineup of diverse, local artists on the CAPA Facebook page. CAPA paid each performer a fee, and during each concert, also provided links for viewers to "tip" artists directly. The series offered viewers the chance to experience the wealth of local talent in Columbus and provided performers the opportunity to earn



During the intermission of the 2019-20 season, CAPA presented:

Amber Knicole Angela Perley Carly Fratianne Caroline Bennett Colin Gawel from Watershed The Castros The Cordial Sins

Kvle Sowash Matt Munhall Nick D'Andrea Paisha Thomas & Counterfeit Madison Sean Carnev Starlit Ways Stephanie Jeffreys

































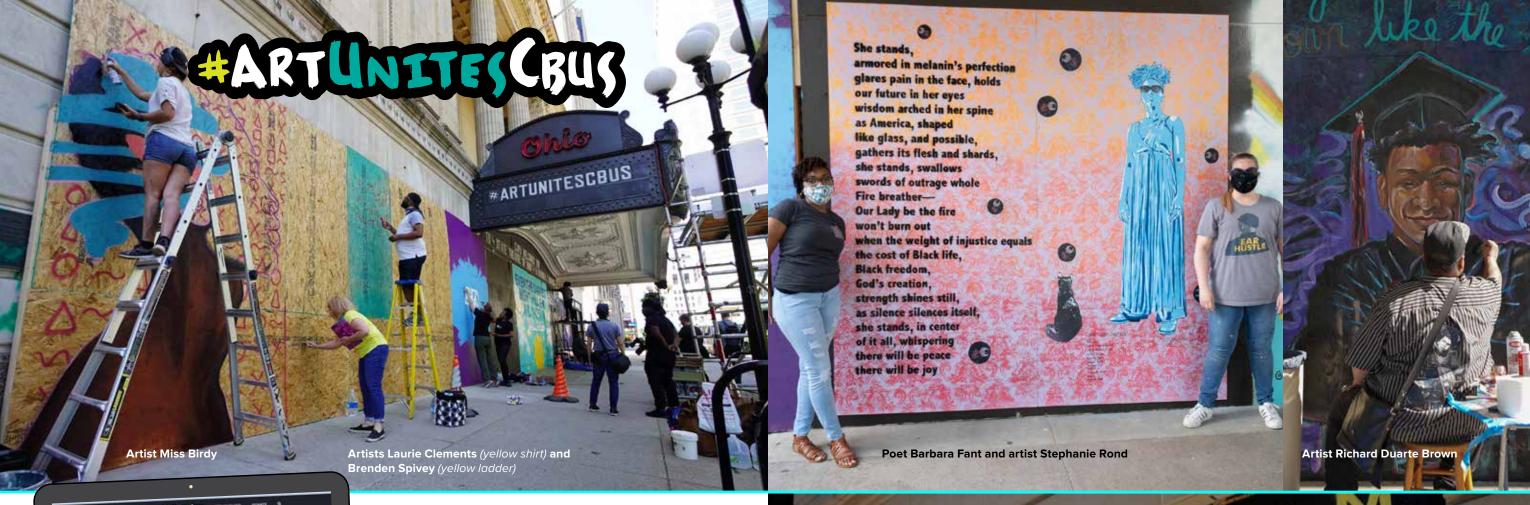


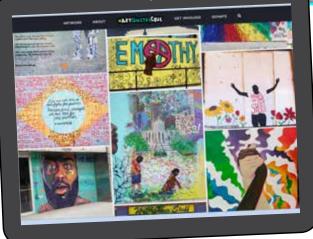












In response to property damage sustained by many downtown businesses in May 2020, CAPA and the Greater Columbus Arts Council (GCAC) partnered to launch #ArtUnitesCbus, an initiative to employ Columbus-based visual artists to paint murals with messages of love and hope on plywood installed to cover broken windows.

The initial sites for the artwork installation were the Ohio Theatre and GCAC office, but the initiative quickly became a city-wide movement supported by businesses, artists, and citizens who wanted to express their support. The effort even gained national attention, being featured and praised on "CBS This Morning."

Important and vital work remains to address the staggering injustice, grief, and pain in our world. "Our city and our nation must address the serious issues of inequality and injustice that continue to plague our society," said CAPA's President and CEO Chad Whittington in June. "While these murals don't solve those issues, this is an opportunity to spark hope and light in our community while we work toward much needed change."



viva festival LATINO.

Due to health and safety concerns during the pandemic, CAPA opted to shift Festival Latino 2020 to a week-long, online experience called ¡Viva Festival Latino!

From August 3–9, ¡Viva Festival Latino! offered a series of online cultural events and activities that highlighted some of the favorite features of Festival Latino, including educational video demonstrations and instruction in Latin food, dance, fashion, and children's activities, as well as pages of local community and health and wellness resources.

The celebration culminated in a weekend of livestreamed Latin music with a DJ House Party by DJ Cale/Derek Amaya on Saturday and a special Sunday concert from New York City's Funk Salsa Urban performed especially for Columbus.

CAPA's first-ever ¡Viva Festival Latino! was a smashing success with a reach of more than 281,000.



¡Viva Festival Latino! featured contributors

Carlos Rubio
DJ Cale/Derek Amaya
Zari Carmona
Funk Salsa Urban
Gerardo Encinas
Griset Damas-Roche
Leticia Vázquez-Smith
Nadia De Jesus
Omar D'Angelo



MESSAGE FROM THE CAPA BOARD OF TRUSTEES

RICH HELMREICH & STEPHANIE GREEN

Dear Friends of CAPA,

2020 will likely be remembered for all the things that did not go as planned. No one could have predicted a global pandemic, an order banning mass gatherings that would immediately close all the CAPA venues, and all the losses (big and small) we have all experienced in the last few months.

The CAPA Board of Trustees will remember this year for the way CAPA staff rose to the challenge of these unconventional days. The ticketing staff walked thousands of patrons through rescheduling and refund options. The marketing team kept CAPA connected with audiences, reassuring patrons of our safe return. The operations and programming teams cared for silent theatres, rescheduled hundreds of events, and made sure our volunteer core knew they were still treasured even in the interim. The education team celebrated its CAPA Marquee Awards students even when they were not able to present their spring musicals. The development team shared CAPA's story and needs with the community, challenging you to support CAPA through a time when it couldn't open its doors to you.

The board always knew that CAPA had an incredible team, but they outdid themselves in how they pivoted and produced, ensuring the show would go on even in these uncertain times. While we wait to open the doors and welcome the community, we remain steadfastly grateful for the commitment of CAPA's extraordinary staff.





The arts are essential, and we know CAPA has the right leadership and right team in place to make certain the theatres will safely reopen just as soon as possible.

On our stages we celebrate life; we tell stories that make us laugh, cry, and remember what it means to be human. Right now, our stages are quiet, and our seats are empty with our ghost lights burning strong. Your support has always made the difference—and now is no exception.

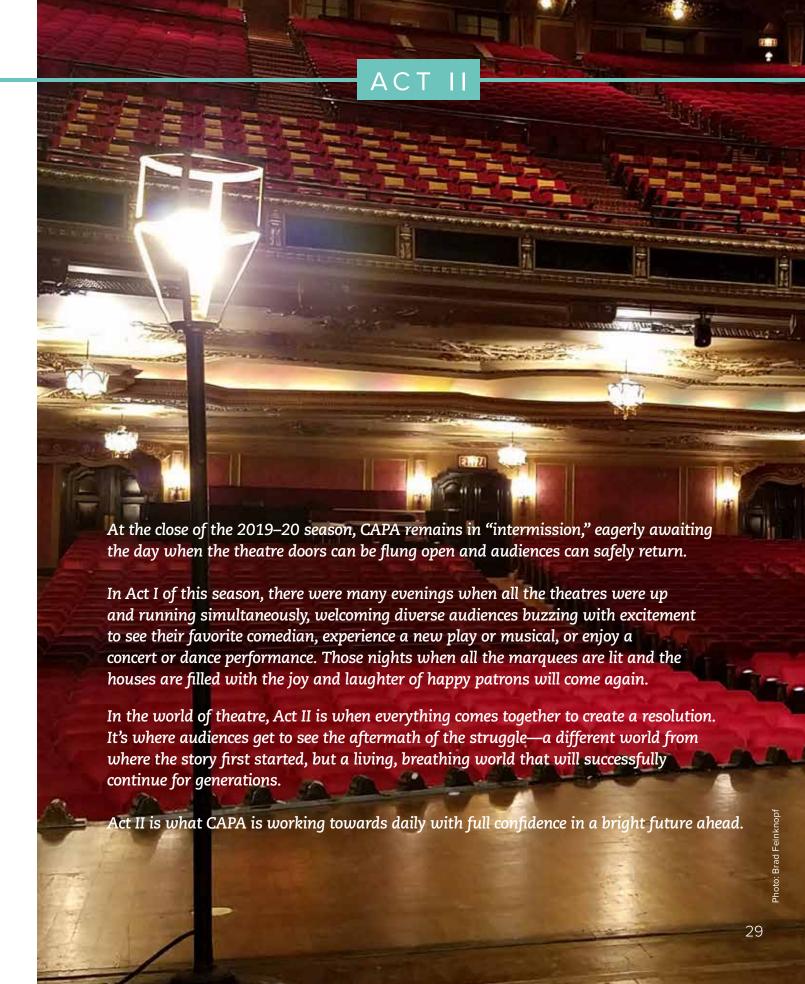
Your support of CAPA today will help to ensure that we continue to offer community and outreach programs even when we can't see our community in person, and that we can continue to support our extraordinary staff members who are working hard to make sure we are ready to reopen our theatres when the time is right.

Though the ghost lights faithfully watch over our stages right now, we are here and ready to set those lights aside and once again celebrate with you as we tell our human stories.

On behalf of the board, thank you for your support of CAPA and its amazing team!

Rich Helmreich

Stephanie Green
VICE CHAIR & TREASURER



CAPA THANKS THESE GENEROUS DONORS

























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Corporate, Foundation, & Government Support

+ CAPITAL CAMPAIGN | @ EDUCATION | * GALA

July 1, 2019-June 30, 2020

\$100,000 or greater

American Electric Power + @ * Greater Columbus Arts Council * Ohio Arts Council The Columbus Foundation

\$50,000-\$99,999

Honda of America Huntington National Bank + * L Brands Foundation * Nationwide Foundation *

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\$1,000-\$2,499

Arts Midwest @ Battelle +@* Columbus Public Health Elford Inc * Kaufman Development* Otterbein University Scott W. Schiff

up to \$1,000 Alliance Data

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In Kind

The Blowout Bar **Kroger Company** WBNS-10TV



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CAPA is grateful to the following friends and investors who have generously given to our annual fund, ongoing capital projects, and/or our gala.

+ CAPITAL CAMPAIGN @ EDUCATION * GALA

July 1, 2019-June 30, 2020

Cooper Family Foundation, Wil-

\$10,000 or greater

liam & Christy Cooper, Chrissy & Christop @ In Honor of Scott Whitlock Robert Falcone + @ Bebe & John Finn + * Larry & Marion Fisher + * Mike & Linda Kaufmann Hattie and Robert Lazarus Fund of Anonymous The Columbus Foundation + In Memory of Robert Lazarus Cindy G. Owens @ In Memory of Stewart Owens Joan & Steven Parrish + Andrew Poczik The Rober J. Weiler Company

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\$1,969-\$4,999

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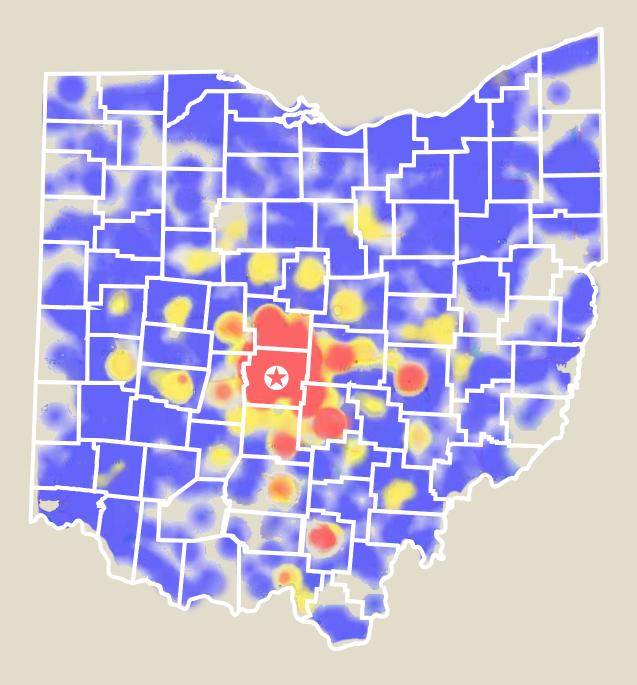
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Dr. Philip &

Reflects donors who contributed \$500 or more. If we inadvertently omitted your name, please accept our sincere apologies. Thank you for your support.



CAPA'S **STATEWIDE IMPACT**

CAPA attracts patrons from all of Ohio's 88 counties. Almost 500,000 total tickets were sold in the fiscal year.

FINANCIAL HIGHLIGHTS

July 1, 2019-June 30, 2020

CAPA's unrestricted revenues decreased 36% in Fiscal 2020 due to the COVID-19 mandated closure of all venues on March 13, 2020. Ticket sales were down 48% because of canceled and postponed events, including four weeks of the popular Broadway musical WICKED.

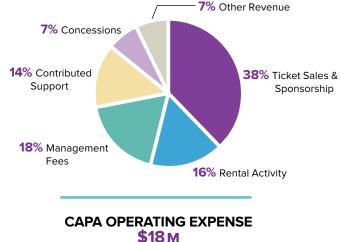
"Payroll & Related Expenses" and "Artistic Programming" remain the largest expense items for CAPA, comprising nearly 70% of total expenditures for Fiscal 2020.

Charitable purpose-related expenses were 73% of total operating expenses for the fiscal year.

Historically, CAPA has been the exception to the rule, operating on 80-90% earned revenue when the national average for non-profit arts organizations hovers at 60%. However, the shutdown has put an abrupt halt to CAPA's earned revenue streams, making contributed income more critical than ever before. CAPA is fighting hard to survive these unprecedented times and donor support is more important now than ever.







CAPA OPERATING REVENUE \$17.1 M



CAPPING IT OFF

As part of scheduled capital improvements, CAPA replaced a 210-ton HVAC unit atop the Ohio Theatre in 2019.





