

Impact

REPORT

2020
—
2021

CAPA

Living, breathing art.



Next time you're in the Ohio Theatre, take a moment to notice high above the proscenium arch a gleeful, leafy face front and center amid the ornate plasterwork and gilding. We believe this to be the Green Man. Used in many contexts throughout history, the Green Man is an ancient figure often carved into buildings to represent the circle of life, the renewal of the human spirit, and the reinvention of man through the parable of greenery returning year after year in the spring.

It seems the perfect year to call out the Green Man who has quietly observed the events of this past season and awaited with confidence and patience the renewal and reinvention his presence promises. This annual report shares the many wonderful ways CAPA recreated its service to the central Ohio community in the 2020–21 season, and the efforts put into renewal of our spaces in preparation for the revival of the performing arts that lies ahead. My heartfelt thanks to the staff, volunteers, and trustees that made all this amazing work possible.

I would also like to thank YOU for your unwavering support throughout the challenges of the 2020–21 season. You made it possible for CAPA to not only survive the pandemic, but to grow into a stronger organization—reinvented, revived, and ready to grow into the future.

The Green Man reminds us that spring is coming, that all living things must grow, and although rebirth presents challenges, it ultimately brings undeniable beauty. So it is with the living, breathing art we bring to our stages. Spring is coming and the performing arts are very much alive, quietly growing and adapting to meet the challenges of the new day.

We join with you and the Green Man in confidently awaiting the return of the performing arts to full bloom once again and invite you to experience the splendor and excitement of their reemergence firsthand.

Undeniably, the results will be beautiful.

PRESIDENT & CEO

CHAD WHITTINGTON



Photo: Terry Gilliam



Photo: Shellee Fisher Photography

Dear Friends of CAPA,

After many years of board service, I have the humbling honor and privilege to be nominated to serve as CAPA's board chair. Over the years, I've seen the continued growth of CAPA and its impact on our community. Understanding the importance access to the arts had on my own life, exposing a shy kid to a world outside of her own, and now as a business leader in Columbus, I know the arts are critical to the fabric of the community. CAPA's growth as an arts leader and collaborator, as well as a driver of significant economic impact to this vibrant community, continues to drive my passion to serve this dynamic organization.

On behalf of the board, it is with sincere gratitude I thank the dedicated and talented CAPA team, our steadfast volunteers, and our exceedingly generous donors and patrons. While a mere thank you doesn't seem sufficient, considering the extraordinary efforts you have all made during these unprecedented times, it is nevertheless important to say and to say often. So, thank you, thank you all! CAPA is poised to emerge successfully from the extraordinary challenges of the last year and to continue building on the foundation of our mission—to enrich lives by cultivating and nurturing the arts, spreading an appreciation that can be felt in hearts, minds, and the economy of our communities.

Whether through the lens of board chair or board member, our communities need the arts now more than ever and I am extremely excited to continue the fantastic work already in motion. Just as the house lights shine bright, the future is even brighter for CAPA and the arts in this community.

Many Thanks,

INCOMING BOARD CHAIR

STEPHANIE E. GREEN

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.

VISION

Columbus is a national destination for living, breathing art.

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, Equity & Inclusion
- Advocacy

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

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

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.

- “Mighty Morton” Organ Restoration Campaign
- Customer Experience and Modernization
- Building Development Opportunities

Q&A WITH CAPA BOARD CHAIR

RICHARD J. HELMREICH

After 32 years of service with CAPA, and seven years as CAPA’s board chair, we sat down with Rich to talk about his experience and love for CAPA as he prepares to hand off the chair-ship to Stephanie Green.

Q WHAT ARE THE SIGNIFICANT CHALLENGES YOU HAVE HELPED CAPA THROUGH...

- A**
- Multiple shared service agreements with partnering organizations
 - National search for new president & CEO
 - National search for vice president & executive director at the Shubert Theatre (New Haven, CT)
 - Pandemic shutdown and reopening of theatres

Q WHY DO YOU SERVE IN THE ARTS?

A It is a great compliment to and balances out the strict business world I live in most of the time.

Q WHAT ARE YOUR FAVORITE SHOWS THAT YOU HAVE SEEN?

A HAMILTON. I had such high expectations for the show, I was sure it could not live up to the hype. It blew me away and exceeded my expectations. MISS SAIGON. With this show, I learned I was a sucker for happy endings. I loved the production elements, but it was the love story that I connected with and rooted for in this show.

Q WHAT ARE LESSONS YOU HAVE LEARNED FROM YOUR WORK WITH CAPA?

- A**
- There is more than one way to a right answer.
 - Having a more open mind.
 - I am pretty Type A and working with CAPA has brought me patience and active listening skills!

Q WHAT WOULD YOU LIKE COLUMBUS TO KNOW ABOUT CAPA?

A Columbus is starting to understand the multiple functions that make up the four strategic pillars of CAPA. Most people see one or two of them but balancing all of them is what CAPA does best—arts leader and collaborator, dynamic presenter, education and outreach, and a steward of performing arts spaces. Each are important and we do them all well.



Isis Yasmeen Acoustic

PRESENTATIONS 2020-2021

Stephanie Jeffreys

Donna Mogavero Music

Dave Koz

photo: Colin Peck Photography

Dickens' A Christmas Carol

Eleanor's Wish

photo: Matt Ferguson Exec.

Willie Phoenix

The Evil Dead Watch Party

photo: courtesy of
Lion's Gate Entertainemnt

In addition to producing the CAPA Summer Movie Series and ¡Viva Festival Latino! in the 2020-21 season, CAPA stayed connected with central Ohio through these primarily virtual presentations, offering access to a wide variety of the arts from the comforts of home.

A Romantic Night In with Dave Koz and Brian McKnight

Alto Madness: Charlie Parker New Jersey Performing Arts Center

Amber Knicole CAPA ApART Together Concert Series

Bloodthirsty Virgins CAPA ApART Together Concert Series

The Castros CAPA ApART Together Concert Series

C L A C I CAPA ApART Together Concert Series

Charles Dickens' A Christmas Carol

Dave Koz and Friends: The Greatest Hits of Christmas

Dave Koz presents Cruisin' on a Sunday Afternoon Livestream Concert

Donna Mogavero Music CAPA ApART Together Concert Series

Duets on Social Justice: Music and Poetry New Jersey Performing Arts Center

Eleanor's Very Merry Christmas Wish

The Evil Dead Watch Party with Live Commentary from Bruce Campbell

Evil Dead II Watch Party with Live Commentary from Bruce Campbell

Firebird New Jersey Performing Arts Center

The Hip Hop Nutcracker

Isis Yasmeen Acoustic CAPA ApART Together Concert Series

It Was a Very Good Year: Frank Sinatra Through the Decades New Jersey Performing Arts Center

Jim Brickman: Comfort & Joy at Home

Jim Brickman "Share the Love, LIVE Virtually"

Joe Peppercorn CAPA ApART Together Concert Series

John Lewis: Good Trouble Co-presented with the Lincoln Theatre Association

Lily Bloom CAPA ApART Together Concert Series

Liz Woolley CAPA ApART Together Concert Series

Mambo King New Jersey Performing Arts Center

Miir CAPA ApART Together Concert Series

Molly Winters CAPA ApART Together Concert Series

Mukiss CAPA ApART Together Concert Series

Nighttime Symphony New Jersey Performing Arts Center

Sean Carney CAPA ApART Together Concert Series

Sean Woosley CAPA ApART Together Concert Series

Spook Out Movie Magic: Beetlejuice

Starlit Ways CAPA ApART Together Concert Series

Stephanie Jeffreys CAPA ApART Together Concert Series

The Talisha Holmes Duo with Brandon Bjazz Scott

CAPA ApART Together Concert Series

Willie Phoenix CAPA ApART Together Concert Series



CAPA VALUES

DIVERSITY, EQUITY & INCLUSION

CAPA believes in the power of diversity. We can only achieve our vision to make Columbus a destination for living, breathing art when we include everyone. CAPA is committed to presenting art that brings people from all backgrounds together to experience the transformative power of the arts. In the same spirit that we celebrate the many forms of performance art on our stages, we value, appreciate, and celebrate all human beings in our community.

CAPA recognizes that there are cultural and systemic barriers that prevent complete inclusivity and equity. CAPA's Diversity and Inclusion commitment is to progressively and continuously work to identify those barriers and intentionally adapt our practices, demonstrate our efforts, and measure the results to promote inclusion and equity.

EDUCATION AND OUTREACH

CAPA Marquee Awards

In the third annual CAPA Marquee Awards presented by American Electric Power Foundation, 21 schools participated, reaching 1,686 high school students. To ensure the health and safety of all participants, education activities were offered virtually and covered a range of topics including a Broadway Q&A with Aaron Michael Ray from *Come From Away*. To further extend our educational impact, we also created Dig Deeper, a 14-episode video tutorial series covering a variety of topics, offering students the opportunity to continue their practice from wherever they could watch. In addition, 12 of our participating schools had their productions reviewed by the program's team of professional adjudicators for consideration in 11 awards categories.

The Awards Showcase was held virtually on June 2, 2021, featuring performances

with 147 students from 16 schools and the announcement of winners in each category. The online event also included performances from Best Musical Production winner *The Marvelous Wonderettes* (Pickerington High School North), Best Actor in a Leading Role winner Nick Sanchez-Zarkos, and Best Actress in a Leading Role winner Dallys Edwards.

2020-21 Highlights

- This was our 10th season presenting student matinee performances for pre-K-12. The Passport to Learning Series



Step Afrika



Black Violin

went virtual and a total of 52,688 students were registered for the free online field trips with award-winning dance company Step Afrika!, the Grammy Award-nominated duo Black Violin, and scientist and educator Full STEAM Ahead with Mister C. (Pictured, right)



- This year we launched Careers in the Arts, a 10-episode virtual series to help students explore the many career opportunities the fine and performing arts have to offer. Episodes included a resource guide and are archived on our web site indefinitely so they can be viewed at any time.
- Our education programs served more than 54,000 students in 187 schools from 31 school districts in 18 counties.
- All CAPA's education and outreach programs this year were offered at no cost.

54,374
students have been served by our education programs

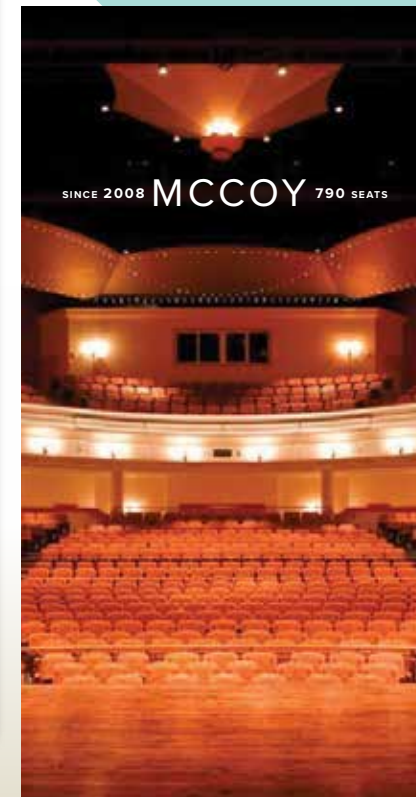
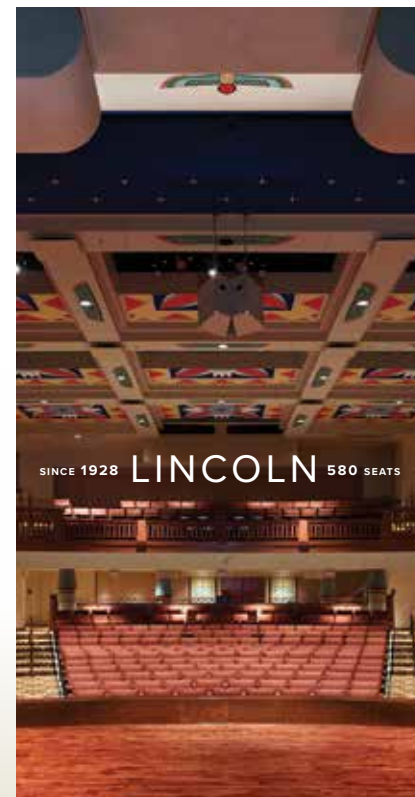
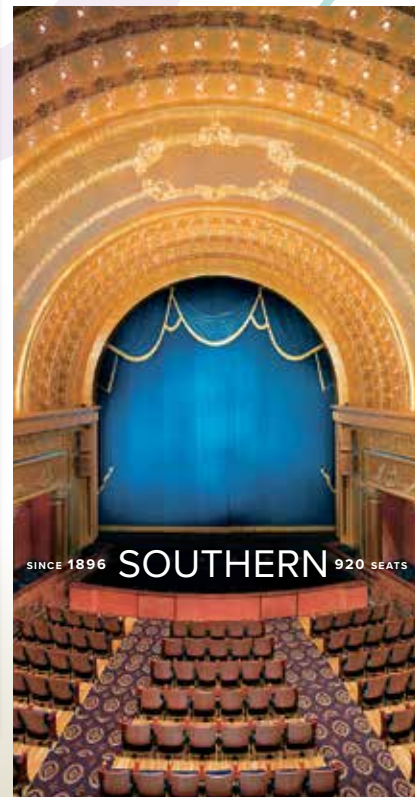
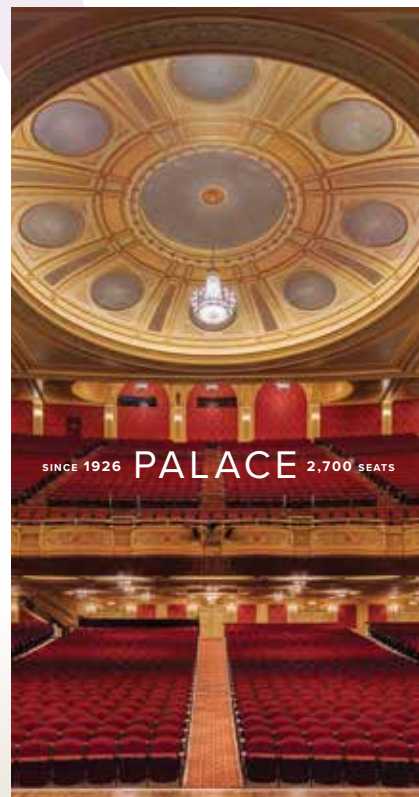
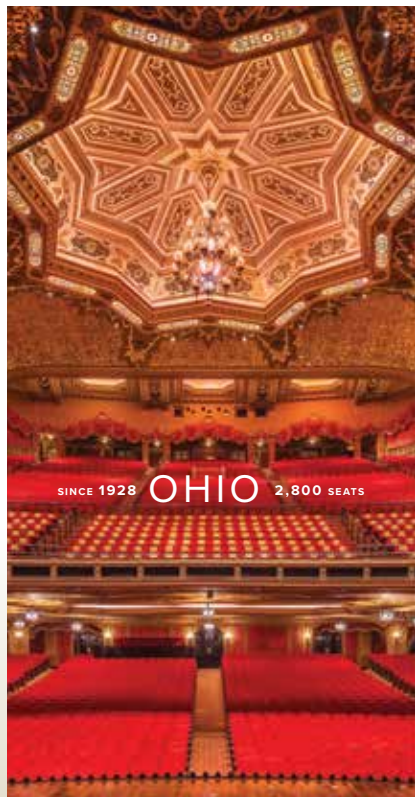
1,686
students reached through the CAPA Marquee Awards

72,000
community members reached through our education & outreach programs



Photo: Dan Mitchell

PERFORMING ARTS SPACES



COMMUNITY PARTNERS

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, ticketing, finance, human resources, IT, management, operations, and development.

GATCO
Columbus Symphony
Franklin Park Conservatory
Friends of the Drexel Theatre
Leadership Columbus
Lincoln Theatre Association
McCoy Center for the Arts
Opera Columbus
Short North Stage

We Amplify Voices

The mission of Columbus-based non-profit organization We Amplify Voices (WAV) is to empower underrepresented voices through creativity and to create safe spaces for people to share, learn, and heal together. WAV partners middle school students with professional music producers and songwriters to create radio-ready songs. For "Bridges of Love," WAV partnered with WOSU, the Greater Columbus Arts Council, and CAPA to pair a group of mothers at the Ohio Reformatory for Women and their children with local musicians, producers, and songwriters. The resulting collection of original songs about the shared experiences of the mothers and children were then performed on the stages of CAPA's Palace and Southern Theatres and premiered through streamed performances in spring 2021.

CBUSARTS.COM

At the close of 2019, CAPA launched a new ticketing and donation platform called CBUSArts. The new system utilizes the technology 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. 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.





CAPITAL IMPROVEMENTS

Taking advantage of the pandemic down time, CAPA completed nearly \$1 million in maintenance and upgrades to its historic theatres during the 2020–21 season through funds specifically contributed or allocated for capital improvements.

After receiving a \$1.25 million allocation from the State of Ohio’s 2020 capital budget, CAPA combined a portion of state funds with donations from private sources to complete a \$900,000 renovation of the historic Ohio Theatre’s loge, mezzanine, and balcony. Work in the loge included reconstruction of the aisle steps and rear cross aisle, and all three sections received new handrails, upgraded aisle railings, and

new carpeting, implementing significant safety improvements and an overall better customer experience.

Many thanks to Rogers Krajnak Architects, Inc. for their outstanding and invaluable work in completing this renovation.

Wanner MetalWorx, a steel fabrication company based in Delaware, Ohio, earned a Craftsmanship Award from the Builders Exchange of Central Ohio for their artistry in creating the new railings for the Ohio Theatre’s upper levels. Their design met the challenge of not obstructing sight lines while staying true to the historic theatre’s 1928 architectural motif.



Beginning with the 2021 CAPA Summer Movie Series, the Ohio Theatre was equipped with Listen Everywhere, a downloadable, assistive-listening app patrons can use to stream high-quality, live audio directly to their cell phones. Coupled with the patron's own headphones or ear buds, volume can be adjusted for personal preference.



Photos: Jason Gay



The Ohio Theatre's State Street exterior was also renewed. The intricate plaster and woodwork beneath the marquee, as well as the historical ticket kiosk, received a much-needed refresh with new paint and gilding.

Additionally, all 204 bulbs of the Southern Theatre's signature golden arches were replaced and updated with dimmable LED bulbs in preparation for the venue's upcoming 125th Anniversary Celebration in 2021.



Photos: Chris Skinner



CAPA ALL ACCESS CELEBRATION Gala



Nick Sanchez-Zarkos

Dallys Edwards

Organist David Fleischer

Eva Noblezada



Toni Cunningham and Janelle Coleman



Chad Whittington, Mary Auch and Tom Katzenmeyer

The annual CAPA Celebration Gala was held on July 17, 2021, and was the first large arts gala held in-person in Columbus. Guests were entertained in separate dinner locations around the Ohio Theatre by ApART Together artists and mainstage entertainment was provided by Broadway star Eva Noblezada. CAPA Marquee Award winners Nick Sanchez-Zarkos and Dallys Edwards also performed. We honored PNC's legacy of giving to the arts and raised more than \$185,000 for CAPA's artistic and educational endeavors.



Photos: Aseel Brodd Photography



Ann & Tom DiMarco

WE LOVE OUR VOLUNTEERS

In a year of socially distanced events and limited capacities, CAPA found a unique way to safely honor our front line workers. In our first-ever Drive-Thru Volunteer Appreciation Event, more than 200 volunteers drove by the Ohio Theatre where CAPA staff happily greeted them with hand-crafted signs, waves, cheers, and a gift bag to thank those who give so much. Volunteers donate thousands of hours each year to help CAPA fulfill its mission, serving as a constant source of support even during times of uncertainty.

“It is so much fun to be a volunteer. To be able to see the event. To help people. To enjoy the company of good friends.”

—Kevin Langen
CAPA Volunteer Since 2013

“The best experience ever. All the people you get to meet. All the wonderful productions that you get to share with the patrons. It’s the best.”

—June Bibler
CAPA Volunteer Since 2006



Photo: Lydia Miller

¡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, reaching more than 281,000 viewers.

¡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

Thank you to our generous sponsors
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Cooking demonstration



Flamenco lesson



Funk Salsa Urban



Fashion show

COMMUNITY PARTNERS JULY 1, 2020—JUNE 30, 2021

CORPORATE, FOUNDATION, & GOVERNMENT SUPPORT

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

\$100,000 or Greater

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American Electric Power
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Greater Columbus Arts Council
Ohio Arts Council

\$50,000–\$99,000

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\$25,000–\$49,000

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PNC Foundation

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Up to \$1,000

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INDIVIDUAL INVESTORS JULY 1, 2020—JUNE 30, 2021

\$10,000+

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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 education programs.

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\$1,969–\$4,999

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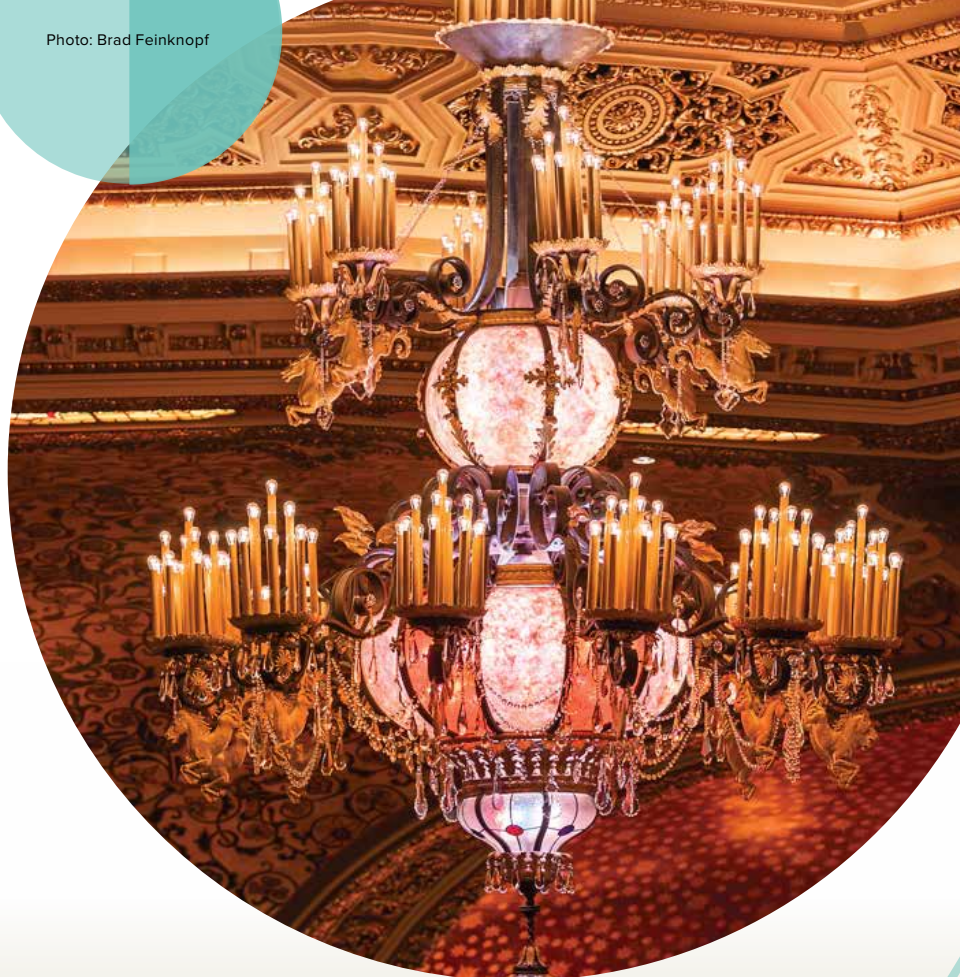


Photo: Brad Feinknopf

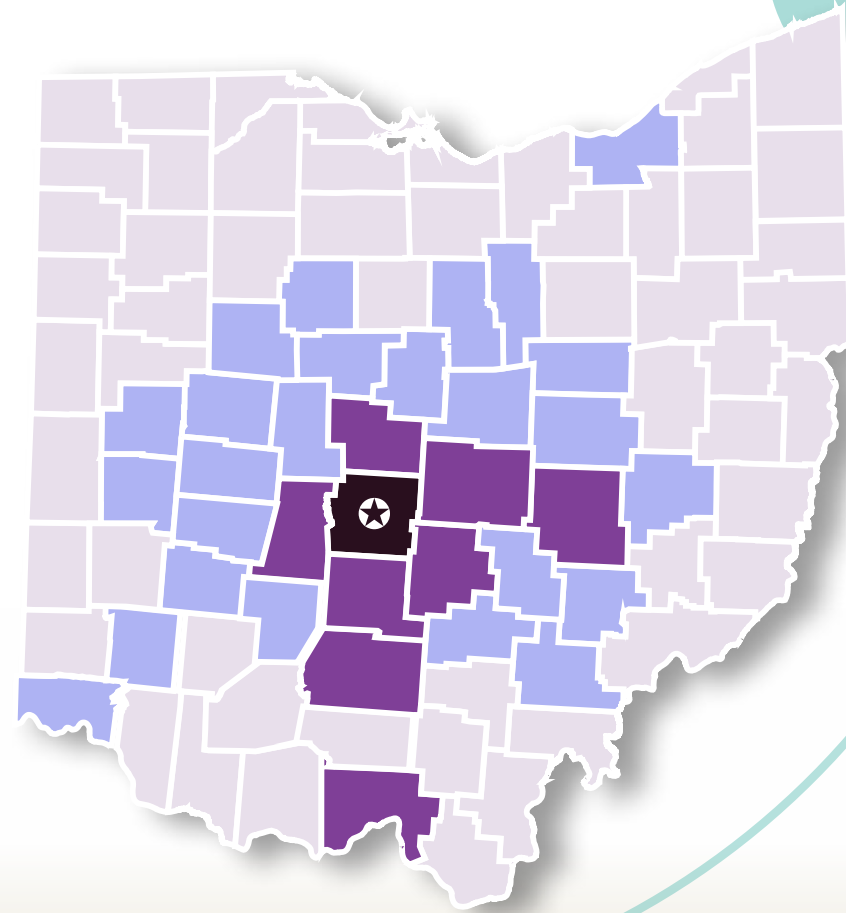
After completion of the 2021 renovation and grand chandelier cleaning, CAPA commissioned world-renowned architectural photographer Brad Feinknopf to take new beauty shots of the Ohio Theatre auditorium. Based in Columbus, Brad was selected as one of the Top 13 Architectural Photographers in the World to Follow by ArchDaily.com.

FINANCIAL HIGHLIGHTS JULY 1, 2020—JUNE 30, 2021

Like so many in the performing arts industry, CAPA's revenues were significantly impacted by COVID-19 during Fiscal 2021. Operating revenue was down more than 72% (compared to Fiscal 2019), and ticket sales and concessions revenue declined by more than 99% (from Fiscal 2019 to 2021).

However, contributed revenue increased by nearly 65% during the pandemic, proving a true lifeline in supporting critical operations to maintain our historic theatres. CAPA is incredibly grateful for the support of the community throughout the pandemic and beyond.

Seizing the opportunity during the down time, CAPA completed nearly \$1 million in maintenance and upgrades to our historic buildings during Fiscal 2021 through funding from non-operating reserves specifically contributed or allocated for capital improvements.

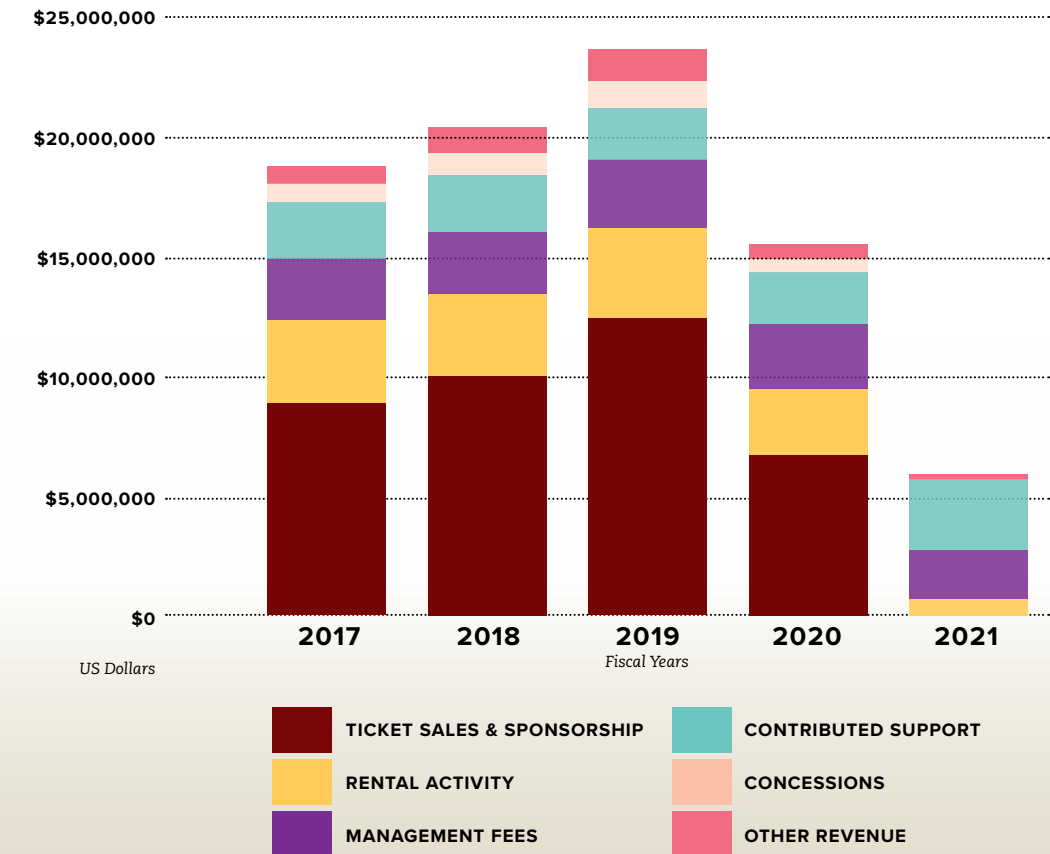


CAPA BY COUNTY

CAPA attracts patrons from all of Ohio's 88 counties. The map highlights ticket sales that includes patron zip code data.



Operating Revenue
(Columbus only)

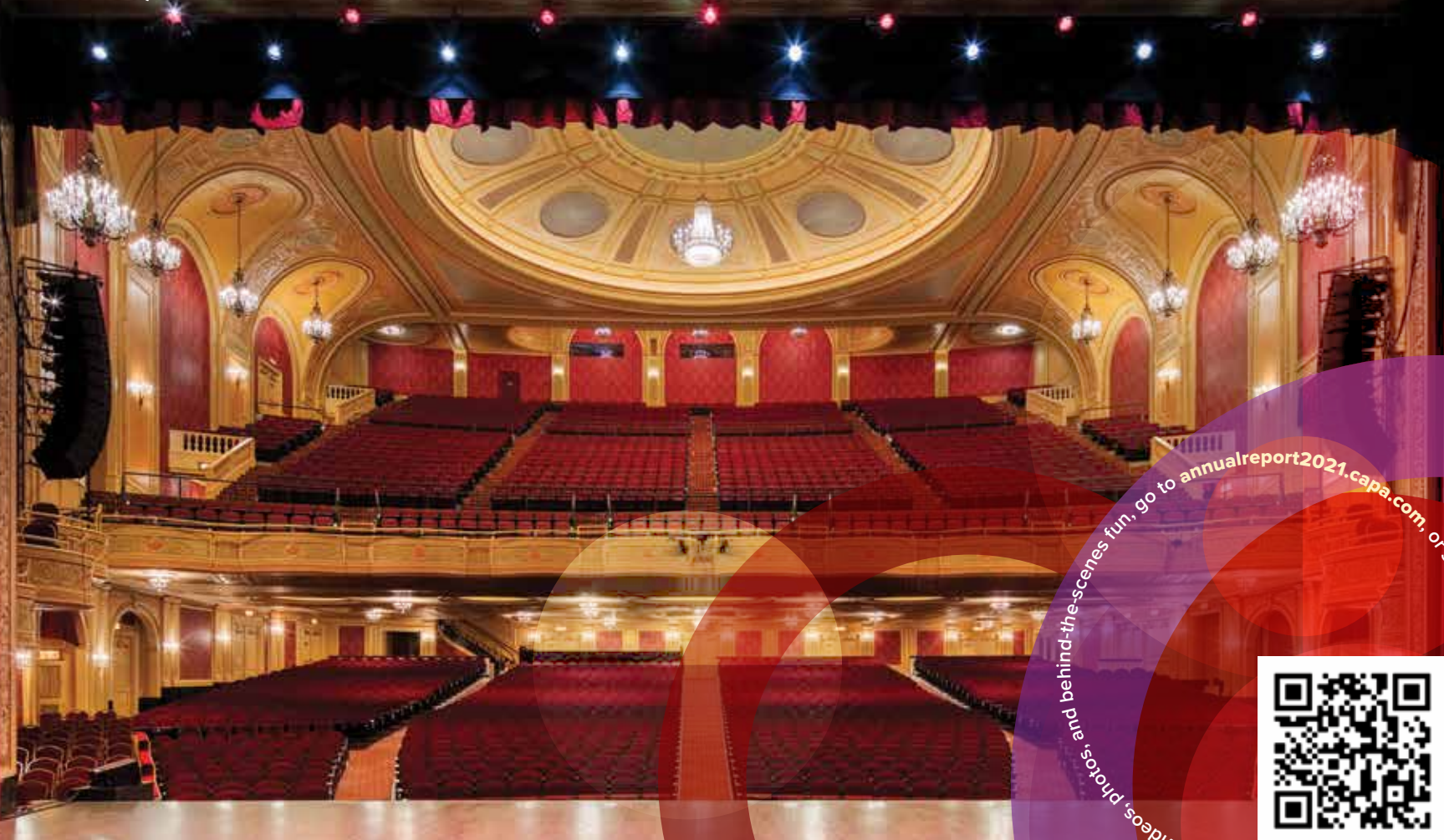




Living, breathing art.

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