

# CENTER FOR THE ARTS

# 2023 REVIEW



# 20 YEARS AND THRIVING!

## The Hoogland Center for the Arts celebrated its 20th Anniversary on Dec. 31, 2023!

Since that notable New Year's Eve two decades ago, local artists, musicians, performers, and dancers have filled downtown Springfield with excitement and entertainment, making the Hoogland the place where "the arts come alive" in central Illinois.

During those 20 years, the Hoogland has grown beyond being a venue for performances. It has expanded into a community gathering place—a space where people come together to celebrate the arts, connect with one another, and contribute to the vibrancy of Springfield.

We achieved several outstanding accomplishments in 2023, including receiving some major grants from the State of Illinois, and completing several major building updates, including:

- \* Installing two new electronic message boards (one on our roof and one on our street-level marquee)
- \* Rewiring the entire building to ensure reliable internet and Wi-Fi coverage throughout the building
- \* Adding accessibility buttons on all of our public bathroom doors, helping to make the building easier to navigate for all of our guests



As we enjoy our past accomplishments and celebrate our 20th Anniversary year, we look forward to many more improvements, including the modernization of both of our elevators, a new roof, and a new dance floor in our ballet studio.

The Hoogland Center for the Arts is a constantly evolving organization, and we anticipate several exciting changes in 2024. We hope we can continue to depend on our generous supporters to help us continue our mission to be the place **Where the Arts Come Alive....and Thrive!**

Sincerely,



Gus Gordon  
Executive Director  
Hoogland Center for the Arts



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# 2023 ON STAGE



Citizens Club of Springfield

The Color Purple  
Springfield Theatre Centre



Nightfall with Edgar Allen Poe  
Spencer Theatre Company



The Springfield International  
Folk Dancers



The Sound Celebration  
Chorus



Willy Wonka Jr.  
Hoogland Education



Something Rotten!  
Hoogland Center for the Arts



Tammi Savoy in Concert

## 59

### Ticketed Events

In 2023, we had 59 separate ticketed events and a total of 175 performances. HCFTA hosted ticketed events 45 out of 52 weekends, and the weekends we didn't have ticketed events, we still had rehearsals, meetings, and classes taking place.

## 30,900

### TICKETS SOLD

After coming to a virtual standstill in 2020 and 2021, ticket sales finally began picking up in 2022. In 2023, we sold over 30,000 tickets, which was our pre-COVID average. It has been great to welcome large audiences back into the building!

**BEST**  
OF SPRINGFIELD  
**2023**  
IllinoisTimes

**PLACE TO SEE A PLAY OR  
MUSICAL INDOOR**

The Hoogland Center for the Arts was honored to be named the "Best place to see a play or musical - Indoor" by the readers of the Illinois Times for the third year in a row! We're grateful to receive such generous support from the community.



# PERFORMING ARTS EDUCATION



Since its creation in 2012, the Hoogland Performing Arts Education Department has provided Central Illinois with the premier youth and adult performing arts education program, fostering a safe environment to nurture creative talent, support positive self-image, and infuse future artistic leaders into the community.

## HOOGLAND PERFORMING ARTS EDUCATION



**367**  
**STUDENTS**

Enrollment for the Hoogland Kids, Teens, and Juniors programs jumped from 109 students for the 2022/2023 school year to 187 for the 2023/2024 school year. Additionally, over 180 students took elective weekday theatre courses taught by local experts.

**3,590**  
**TICKETS SOLD**

The Hoogland Performing Arts Education Program presented three shows in 2023: *Disney's High School Musical*, *Willy Wonka Jr.*, and *A Midsummer Night's Dream*. Over 130 of our students joined Broadway star Alton Fitzgerald White in a performance of "They Live in You" from *The Lion King*.

**22**  
**INSTRUCTORS**

For the 2022/2023 Season, Molly Schunicht joined the Hoogland Performing Arts Education team as Program Director and Craig Williams II became the Artistic Director of the program. They were supported by 20 other accomplished coordinators, directors, and instructors. Most of our instructors have education degrees.





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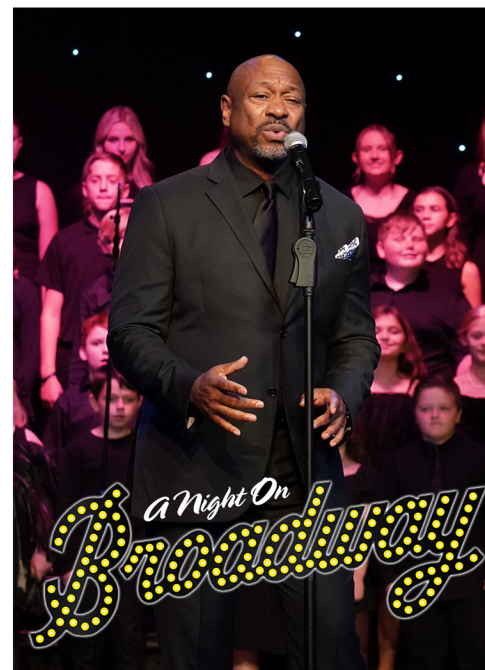


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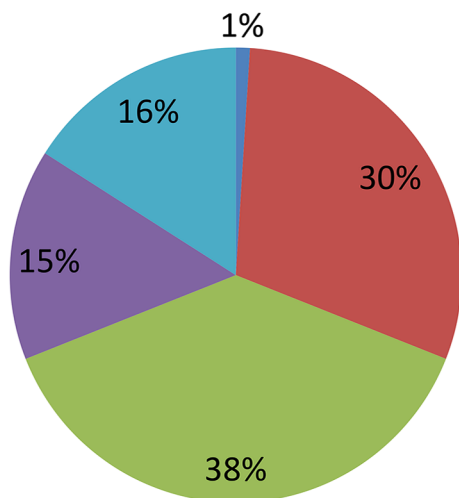


Our 2023 Gala featured Broadway Star Alton Fitzgerald White. Alton starred in the Broadway productions of *Smokey Joe's Cafe*, *Miss Saigon*, *Ragtime*, *Tommy*, and *The Color Purple*. He starred as Mufasa in *The Lion King* for over 4,000 performances!



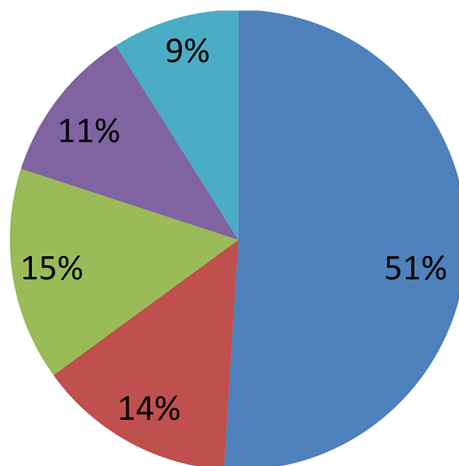
# 2023 FINANCIAL SUMMARY

In 2019, grants made up less than 1% of our total income. In 2023, that percentage jumped to 51% due to a Rebuild Illinois grant we received. We anticipate grant income will return to normal levels in 2024.



## 2019 INCOME

- Donations: 38%
- Tickets: 30%
- Rentals: 16%
- Education: 15%
- Grants: 1%



## 2023 INCOME

- Grants: 51%
- Donations: 15%
- Tickets: 14%
- Education: 11%
- Rentals: 9%

## MONTHLY EXPENSES IN 2023 AVERAGED

# \$85,110

As we continued to recover from the pandemic, we saw our operating costs increase dramatically.

Because we invested in HVAC upgrades over the past few years, the recent increases in gas and electricity costs were mitigated and we were able to keep our energy costs in line with previous years. However, other costs (such as insurance, building materials, and licensing fees) all continued to increase.

Early in 2023, we received the news that we were awarded a Rebuild Illinois grant for \$1,000,000. This grant money was used to finish paying for our major HVAC upgrades; to start the process of modernizing our elevators; and to rewire the entire building so we now have dependable internet service and Wi-Fi access throughout the Hoogland Center for the Arts.

THE HOOGLAND CENTER FOR THE ARTS ACKNOWLEDGES GRANT SUPPORT FROM:



Illinois  
Department of Commerce  
& Economic Opportunity

## Additional Support From:

AA Harvey Foundation  
Don & Patricia Altorfer  
Judith Bukowski  
Pam Reyhan  
Kathleen Rossi Trust  
Tom Ryder  
Dr. William Zimmer



# THANK YOU



Since 2003, the Hoogland Center for the Arts has been home to dancers, painters, actors, musicians, civic groups, and more. We offer resident organizations discounted rent and provide them with the resources to succeed.

As one could imagine, maintaining our aging 80,000-square-foot facility is costly, and without the continued support of our loyal donors, we would not be able to provide this fantastic home for the arts.

If the Hoogland Center for the Arts is not already part of your charitable giving plans, we hope you will consider including us in your 2024 contributions. You can learn about our different giving opportunities at [hcfta.org/giving](https://hcfta.org/giving).

To our donors, volunteers, and patrons, thank you for continuing to show your support! Thank you for 20 great years. We look forward to many more.

## RESIDENT ORGANIZATIONS

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Capital City Improv  
Central Illinois Film Commission  
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*a Night On*  
**Broadway**  
2024 HCFTA GALA

STARRING

**ASHLEY BROWN**  
**BROADWAY'S MARY POPPINS!**  
**SATURDAY, SEPTEMBER 14**