



THE HOOGLAND

CENTER FOR THE ARTS
2021 ANNUAL REPORT



WELCOME BACK

We were all glad to say goodbye to 2020... until we met 2021!

In many ways, 2021 was even more challenging than 2020. We started presenting live shows again, welcomed new staff members, and learned how to deal with pandemic protocols. Those challenges, fortunately, did not come without rewards.

When we reopened our doors in July of 2021, show attendance was minimal, but steadily grew to sold-out houses by December. With the emergence of new COVID variants, it's hard to say what will happen next. If 2021 has taught us anything, it's that we need to be flexible and roll with the punches.

The assistance we've received from the community has truly been overwhelming. The generosity of hundreds of supporters kept the organization afloat, and made us hopeful for the future.

We're proud of what we accomplished in 2021, despite some major obstacles, and look forward to even more impressive achievements in 2022.

Thank you for helping to keep the arts alive!

Sincerely,



Gus Gordon
Executive Director
Hoogland Center for the Arts

BOARD OF TRUSTEES

2022 Executive Board

President: Ashley Coker

Vice President: Brian Mitchell

Co-Treasurer: Elizabeth Krah

Co-Treasurer: Cheryl Wise

Secretary: Gina Solomon

Past President: Dr. Leigh Steiner

2022 Trustees

Sandy Bellatti, H.O. Brownback, Julie Cellini,
Tim Crawford, Paris Ervin Doyle, Eric Flick,
Patrick Foster, Alyssa Haaker, Kip Leverton,
Tiffany Mathis, Penny McCarty, Mark McDonald,
Jessica Nardulli, & Leslie Sgro

HOOGLAND STAFF

Executive & Artistic Director: Gus Gordon

Business Manager: Denise Garceau

Education Director: Dr. Matthew Vala

Office Manager: Hadley Karrick

Building Manager: Billy Cohen

Administrative Assistant: Nicole Sivak

Technical Director: Dan Hecht

Box Office & Volunteer Manager: Hannah Poitras

Box Office

Fran Byers, Nahum Rabin, & Linda Schneider

Facilities

Kevin Ford, Shannon Penn, & Eric Swartz

Security

John Hauger, Joshua Hughes, Rod Hughes,
Jesse Leone, & Nahum Rabin

ON SCREEN & STAGE

A VERY HOOGLAND HALLOWEEN
Hoogland Teens



AMERICAN IDIOT
Springfield Theatre Centre



THE WEIR
Hoogland Center for the Arts



TED VIGIL'S TRIBUTE TO JOHN DENVER
Hoogland Center for the Arts



THE AUDIENCE
Spencer Theatre Company



CHARLIE BROWN
Active & Creative Teen Theatre

6

VIRTUAL SHOWS

Like much of the world, we pivoted to a virtual format throughout much of 2021. The talented casts and crews of 6 productions collaborated with technical teams to allow audience members to view performances without leaving the comfort of their own home.

7,893

TICKETS SOLD

In addition to the virtual shows, we resumed live productions in July. In a "normal" year, we would have sold over 25,000 tickets, but we ended 2021 selling 7,893 tickets. We could focus on decreased sales, but we choose to celebrate that we safely returned to live shows.



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! We are grateful to have received the generous support of the community.

BEHIND THE SCENES

\$1,000-\$2,000

SAVED MONTHLY ON CWLP BILL

In 2018, “Hoogland Goes Green” was created with an aggressive agenda to lower our energy costs and usage. We began in 2020 by replacing our chillers. In 2021, we replaced our 1960s-era boilers, three of our outdated air handlers, much of our old fluorescent lighting with LED lights, and installed new LED emergency exit lights throughout the building

A main objective in this campaign is to save money, and since completing these projects, we have been saving approximately \$1,000-\$2,000 monthly on our CWLP bill. We also received an \$11,000 rebate from Ameren for installing new energy efficient boilers.



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MONTHS OF CHANGE

When the pandemic shut our doors for 16 months, we used the time to get some much-needed work done. In addition to the larger projects, we invested in smaller changes to help combat viruses and make the Hoogland safer for our audiences and volunteers.

While updating the air handlers, we added air purification modules to all units. This improved air quality in the building. Purell dispensers were added to the elevator lobbies, no-touch paper towel dispensers were installed in all restrooms, and filtered water dispensers were installed in the basement and lobby.



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GALLONS OF PAINT

We made not only functional updates around the building, but also several aesthetic updates. The men’s restroom on the basement level was transformed into a family bathroom. Along with a fresh coat of paint, we installed a baby changing station and lock on the door.

The H.D. Smith Gallery received a complete makeover- including all new LED lighting, dry wall, and paint. The Gallery will be open for patrons to enjoy local artists during shows.

The exterior of the building received an update, too! New plaques were installed to showcase the organizations that call Hoogland home.



PERFORMING ARTS EDUCATION



Since its creation in 2012, Hoogland Performing Arts Education 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.

35

TEENS ENROLLED

After a full year of online education, Hoogland Teens resumed in-person courses in the fall of 2021. All staff, volunteers, and students were vaccinated and masked. Instead of the average 200 students, 35 students safely enrolled following COVID restrictions. Our goal for 2022 is to return to full enrollment!

275

TICKETS SOLD

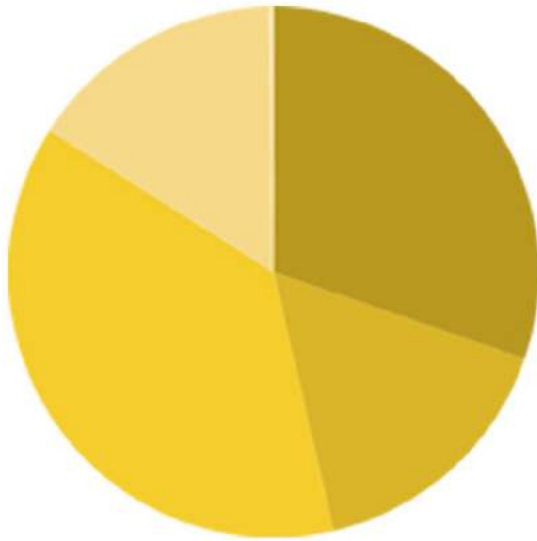
Hoogland Teens brought their courses to life with *A Very Hoogland Halloween* selling 275 tickets. The Teens will return to the stage in April to perform *Cinderella*, and Hoogland Kids will perform Disney's *Descendants* in May. After going on sale in December, these shows have already surpassed the 2021 sales.

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NEW DOCTORATE

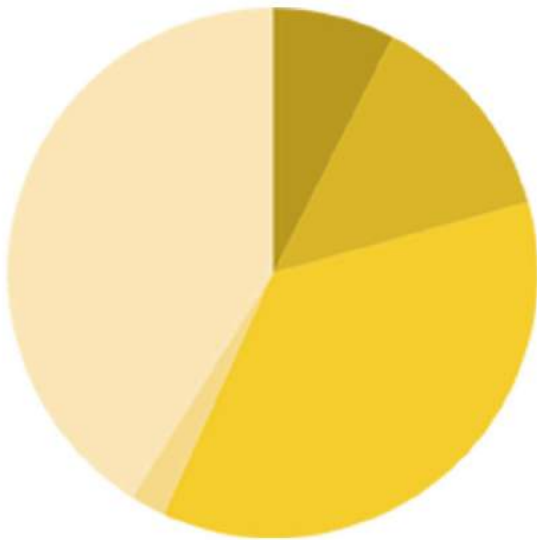
Our Education Director, Matthew Vala, received his Doctor of Musical Arts in Performance with an emphasis in Vocal Pedagogy from the University of North Texas in May of 2021. The staff and board were very proud of Dr. Vala's accomplishment! Congratulations!

FINANCIAL SUMMARY



2019 INCOME

- Donations, 37.60%
- Tickets, 30.28%
- Rentals, 16.08%
- Education, 15.77%
- Grants, 00.27%



2021 INCOME

- Grants, 41.09%
- Donations, 36.08%
- Rentals, 13.20%
- Tickets, 7.47%
- Education, 2.16%

\$53,769

MONTHLY AVERAGE

As one might suspect, we saw a decline in income from ticket sales, rentals, and classes from 2019 to 2021. On average in 2021, it cost about \$53,769 a month for the upkeep and operation of the building. Fortunately, we saw an increase in donations, and there were several grants that helped fill in the gaps.

Much of 2021 was spent applying for the Shuttered Venue Operators Grants from the U.S. Small Business Association. The Hoogland Center for the Arts was very fortunate to receive \$350,490.36 in support from the American Rescue Plan Act. This money has helped pay off costs incurred during the pandemic.

The Hoogland Center for the Arts acknowledges grant support from



AA Harvey Foundation

Patricia & Don Altorfer



THANK YOU

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INCREDIBLE YEARS

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

As one could imagine, maintaining our 80,000-square-foot facility is costly, and without the continued support of our loyal donors, we would not be able to provide this 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 2022 contributions. You can learn about our different giving opportunities at hcfta.org/giving.

To our donors, volunteers, and patrons, thank you for continuing to show your support and keeping the arts alive in Springfield!

RESIDENT ORGANIZATIONS

Active & Creative Teen Theatre
Arena Food Service, Inc.
Capital City Improv
Central Illinois Film Commission
Citizens Club of Springfield
Copper Coin Ballet Company
David Cain - UMEDIA, Inc.
Hoogland Performing Arts Education
Land of Lincoln Chorus
Mike Pittman Enterprises
Ring 239 of the International Brotherhood of Magicians
Sangamon Watercolor Society
Sound Celebration Chorus
Spencer Films, LLC
Spencer Theatre Company
Springfield Area Arts Council
Springfield Ballet Company
Springfield International Folk Dancers
Springfield Muni Opera
Springfield Old Capitol Art Fair
Springfield Sunrise Rotary Club
Springfield Theatre Centre



SAVE THE DATE

a Night On
Broadway
2022 HOOGLAND GALA

STARRING TONY AWARD WINNER
FAITH PRINCE
SATURDAY, SEPTEMBER 17, 2022