

TOPEKA  
PERFORMING  
ARTS CENTER

VenuWorks

**Great Events.  
Lifetime Experiences.**

[www.TopekaPerformingArts.org](http://www.TopekaPerformingArts.org)



**2021**

## **ANNUAL REPORT**

TOPEKA  
PERFORMING  
ARTS CENTER

VenuWorks

214 SE 8th Ave. Topeka, KS 66603 785.234.2787

[www.topekaperformingarts.org](http://www.topekaperformingarts.org)



The Annual Report of the Topeka Performing Arts Center (TPAC) for 2020 is hereby submitted. This report was prepared by VenuWorks of Topeka, LLC.

VenuWorks of Topeka, LLC believes all disclosures have been prepared in accordance with generally accepted accounting principles.

VenuWorks of Topeka, LLC also believes this report represents TPAC’s (unaudited) year-end financials in a manner designed to fairly set forth the financial position and the results of the operation of the facility. It is also believed that all disclosures necessary to enable the reader to gain the maximum understanding of TPAC’s year-end affairs have been included.

Responsibility for both accuracy of the presented data and the completeness and fairness of the presentation, including all disclosures, rests with VenuWorks of Topeka, LLC.



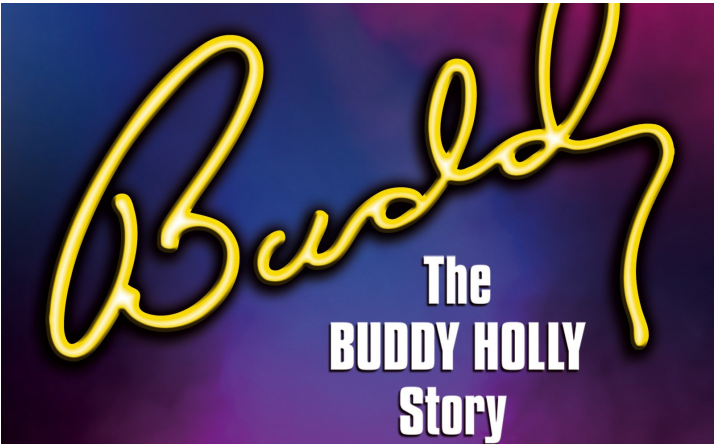
THREE DOG NIGHT—November 11, 2021



AN EVENING w/ CHEVY CHASE—December 23, 2021



MICHAEL CAVANAUGH—October 23, 2021



BUDDY”-The Buddy Holly Story-October 22, 2021



A CHORUS LINE—September 24-26, 2021



SUMMARY

The Topeka Performing Arts Center is committed to our stakeholders, patrons and guests who support and attend the diverse events we host throughout the year. We couldn't exist without our clients and promoters who utilize the facility or The City of Topeka and the Topeka Performing Arts Center Board of Trustees. We understand that the guest experience is the core and foundation of our business. If our guests have an outstanding experience, they will return for future events.

TPAC serves as a focal point for civic and community engagement, corporate activity and cultural enrichment. The local VenuWorks team continues to work with the VenuWorks Corporate Office and the TPAC Board of Trustees to create realistic goals for funding, programming and marketing. Increased city financial support is crucial to TPAC's success – both in general operations and capital improvement projects.

The facility originally opened in 1940 as the Municipal Auditorium. In 1991, it was re-purposed into the Topeka Performing Arts Center which has been proudly serving the community for 30 years.

Our branding is simple:

**GREAT EVENTS. LIFETIME EXPERIENCES.**

In 2022, we vow to continue our mission to keep bringing great events and lifetime experiences to the Topeka community.



Topeka Symphony Orchestra –2021



Topeka Jazz Concert Series—2021

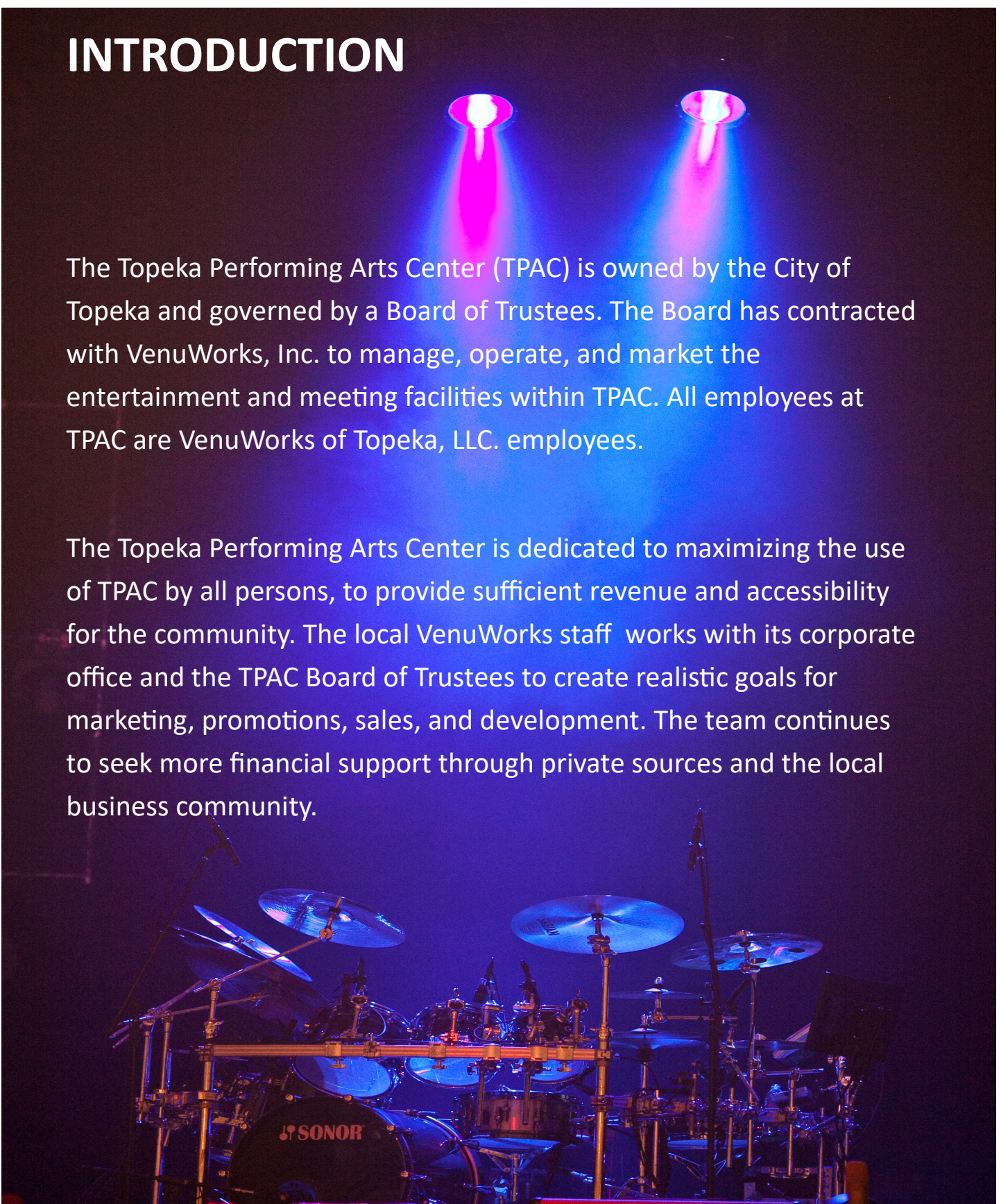


CHICAGO—November 9, 2021

INTRODUCTION

The Topeka Performing Arts Center (TPAC) is owned by the City of Topeka and governed by a Board of Trustees. The Board has contracted with VenuWorks, Inc. to manage, operate, and market the entertainment and meeting facilities within TPAC. All employees at TPAC are VenuWorks of Topeka, LLC. employees.

The Topeka Performing Arts Center is dedicated to maximizing the use of TPAC by all persons, to provide sufficient revenue and accessibility for the community. The local VenuWorks staff works with its corporate office and the TPAC Board of Trustees to create realistic goals for marketing, promotions, sales, and development. The team continues to seek more financial support through private sources and the local business community.





# MISSION STATEMENTS

**TOPEKA PERFORMING ARTS CENTER MISSION:** To foster the performing arts through excellence in programming by providing for the advancement, promotion, presentation, and development of the arts to meet diverse cultural and educational needs of our community.

**VENUWORKS MISSION:** It is the mission of VenuWorks and its subsidiaries to maximize the presentation of successful events in client facilities for the cultural, recreational, educational, and economic benefit of the communities we serve.

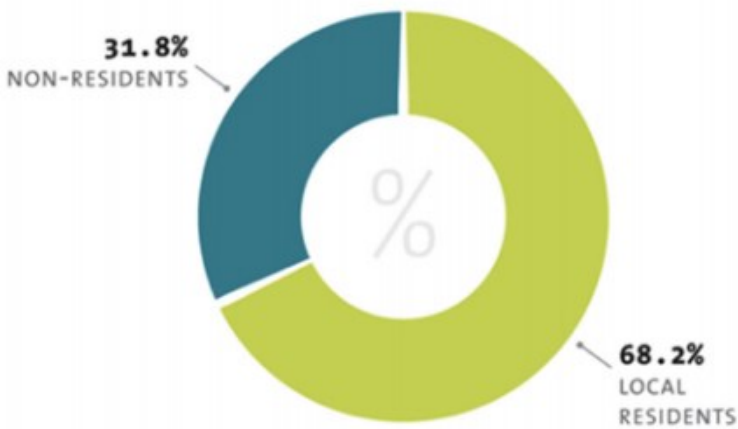
GREAT EVENTS.  
LIFETIME EXPERIENCES.



# ECONOMIC IMPACT

## ECONOMICIMPACT

LOCAL VS. NONLOCAL AUDIENCES



Previous economic and tourism research has shown that nonlocal attendees spend more than their local counterparts and this study reflects those findings. Data shows that nonlocal attendees spent **twice as much** as local attendees (\$39.96 vs. \$17.42), demonstrating that when a community attracts cultural tourists, it harnesses significant economic rewards.

EVENT-RELATED SPENDING BY  
LOCAL VS. NONLOCAL AUDIENCES



Arts & Economic Prosperity IV demonstrates that America's arts industry is not only resilient in times of economic uncertainty, but is also a key component to our nation's economic recovery and future prosperity. Business and elected leaders need not feel that a choice must be made between arts funding and economic prosperity. This study proves that they can choose both. Nationally as well as locally, **the arts mean business!**



ECONOMIC IMPACT

Quick Facts

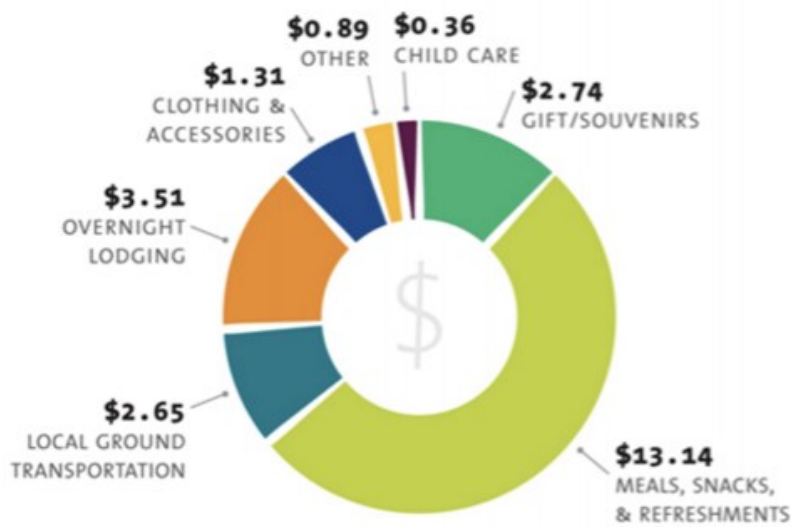
Nationally, the industry generated **\$135.2 billion of economic activity**—\$61.1 billion by the nation's nonprofit arts and culture organizations in addition to **\$74.1 billion in event-related expenditures** by their audiences. This economic activity supports **4.13 million full-time jobs** and generates **\$86.68 billion in resident household income**. Our industry also generates **\$22.3 billion in revenue to local, state, and federal governments every year**—a yield well beyond their collective \$4 billion in arts allocations. Despite the economic headwinds that our country faced in 2010, the results are impressive.

AREA OF IMPACT	ORGANIZATIONS	AUDIENCES	TOTAL
TOTAL DIRECT EXPENDITURES	\$61.12 BIL	+ \$74.08 BIL	= \$135.20 BIL
FULL-TIME EQUIVALENT JOBS	2.24 MIL	+ 1.89 MIL	= 4.13 MIL
RESIDENT HOUSEHOLD INCOME	\$47.53 BIL	+ \$39.15 BIL	= \$86.68 BIL
LOCAL GOVERNMENT REVENUE	\$2.24 BIL	+ \$3.83 BIL	= \$6.07 BIL
STATE GOVERNMENT REVENUE	\$2.75 BIL	+ \$3.92 BIL	= \$6.67 BIL
FEDERAL INCOME TAX REVENUE	\$5.26 BIL	+ \$4.33 BIL	= \$9.59 BIL

Audiences

Dinner and a show go hand-in-hand. Attendance at arts events generates income for local businesses—restaurants, parking garages, hotels, retail stores. An average arts attendee spends **\$24.60 per event**, not including the cost of admission. On the national level, these audiences provided **\$74.1 billion** of valuable revenue for local merchants and their communities.

AVERAGE PER PERSON AUDIENCE EXPENDITURES: \$24.60



STAFF BIOGRAPHIES

LARRY GAWRONSKI, CVE

EXECUTIVE DIRECTOR

Originally from Buffalo, NY, Larry has managed several facilities in his career. A VenuWorks employee since 2000, Larry most recently served in the position of National Director of Sales and Sponsorships for VenuWorks Corporate. Prior experience includes Ottumwa, IA (Bridge View Center), Vicksburg, MS (Vicksburg Convention Center and Auditorium), Omaha, NE (Aksarben Coliseum), Chicago, IL (Odeum Sports and Expo Center), Danville, IL (Palmer Civic Center), Rochester, NY (Riverside Convention Center) and Buffalo, NY (Buffalo Convention Center). In between, Larry was the President and CEO of PEF Development services in New Orleans, LA and was the Director of Catering for a Hilton Convention Hotel in Buffalo, NY. In 1997, Larry achieved the accreditation of Certified Venue Executive (CVE), the highest certification available in the venue management industry. He has served for several years on the Certification Board of the International Association of Venue Managers and is a Past President of the Rotary Cub of Vicksburg, MS. Larry is married to Diane whom he met while doing professional theater in Buffalo, NY.

BLAIR ADAMS

DIRECTOR OF EVENT SERVICES

Continuing his third tour of duty with TPAC, Blair was part of the original grand opening staff in 1991, staying until December 1998 as Technical Director. A VenuWorks employee since 2006, he returned after eight years of touring and project management to rejoin the staff in 2006 as Events Services Manager/Director of Operations. Blair departed in 2011 to return to the road mainly as a project manager for Premier Global Production. His responsibilities included Crew Chief for Festival Lighting, Logistics Manager, and is currently Production Coordinator for several national and international music Festivals. He returned in August 2015 to TPAC as Director of Sales and Hospitality. He is an active member of Downtown Topeka, Inc., and Midland Railway Historical Society-Track and Equipment Maintenance.



# STAFF BIOGRAPHIES

## JULIE WELCH

### BUSINESS MANAGER

Julie resides in Cummings, KS where she lives in the country with her husband Jeff. Together they have 7 grandchildren. She enjoys spending time with her family, including several furry ones, gardening, and traveling. Julie has a Bachelor’s of Science in Accounting from the University of Missouri – Kansas City and is a proud Henry W. Bloch Scholar. Prior to joining TPAC in February 2019, Julie has worked in accounting and human resources for 16 years. She began her career working for Handmark, Inc. a mobile app developer and distributor acquired by Sprint in 2013. She worked a few years for the State of Kansas Medicaid Agency as a Federal Reporting Cost Allocation Analyst then transitioned into the non-profit sector. She says working the last 8 years in the non-profit sector has had its challenges but it has also brought her the most joy; it is her way of giving back to better the communities around her. She is happy to have found her home here at TPAC.

## CRYSTAL MUNSELL

### TICKET OFFICE SUPERVISOR

Born and raised in Osawatomie, KS, Crystal ventured to Topeka in the winter of 1999 with her husband and four children. After working for the State of Kansas for 16 years, she accepted a position at the Topeka Performing Arts Center. Anyone who knows Crystal understands that family is the most important thing in her life, that she will fight tooth and nail if she needs to. Her TPAC coworkers, volunteers, and friends are an extended family she wants to make just as proud of her as she is of them.

## SHAWN BRIAN

### MARKETING COORDINATOR

A native of Topek, Shawn was raised in the Our Lady of Guadalupe Parish and graduated from Topeka High School. He relocated to Southern California, studied fashion in San Diego and graduated with a Business and Merchandising degree from Fashion Careers College of CA in 2012. Shawn interned in NYC for Paragon Model Mgmt. and worked in fashion production, editorial and runway. He joined TPAC in 2019 as Volunteer Coordinator and grew into the Marketing and Development Coordinator role. He enjoys the opportunities to be creative, communicate the TPAC brand through social media and enhancing the TPAC image while highlighting it’s history and values. In his free time Shawn is a freelance hairstylist and enjoys spending time with his Basenji, Hayseed.



### The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Topeka, KS (Fiscal Year 2013)

Direct Economic Activity	Arts and Culture Organizations	Arts and Culture Audiences	Total Industry Expenditures
Total Industry Expenditures	\$6,314,787	\$13,882,784	\$20,197,571

#### Spending by Arts and Culture Organizations and Their Audiences Supports Jobs and Generates Government Revenue

Total Economic Impact of Expenditures (Direct & Indirect Impacts Combined)	Economic Impact of Organizations	Economic Impact of Audiences	Total Economic Impact
Full-Time Equivalent (FTE) Jobs Supported	223	257	480
Household Income Paid to Residents	\$5,107,000	\$6,858,000	\$11,965,000
Revenue Generated to Local Government	\$173,000	\$699,000	\$872,000
Revenue Generated to State Government	\$543,000	\$1,586,000	\$2,129,000

#### Event-Related Spending by Arts and Culture Audiences Totaled \$13.9 million (excluding the cost of admission)

Attendance to Arts and Culture Events	Resident* Attendees	Non-Resident* Attendees	All Cultural Audiences
Total Attendance to Arts and Culture Events	521,026	123,715	644,741
Percentage of Total Attendance	80.8%	19.2%	100%
Average Event-Related Spending Per Person	\$18.94	\$32.45	\$21.52
Total Event-Related Expenditures	\$9,868,232	\$4,014,552	\$13,882,784

#### Nonprofit Arts and Culture Event Attendees Spend an Average of \$21.52 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Cultural Audiences
Meals and Refreshments	\$8.13	\$13.48	\$9.15
Souvenirs and Gifts	\$8.33	\$4.72	\$7.63
Ground Transportation	\$0.78	\$4.55	\$1.50
Overnight Lodging (one night only)	\$0.11	\$7.09	\$1.45
Other/Miscellaneous	\$1.59	\$2.61	\$1.79
Average Event-Related Spending Per Person	\$18.94	\$32.45	\$21.52



ECONOMIC IMPACT

Economic Impact 2020

Private Sector Funds Raised	
Sponsorships	45,684.84
Friends of TPAC Memberships	14,903.05
Donations	19,309.84
Total Private Sector Funds Raised	\$ 79,897.73

Total Taxes Paid	
Sales Tax from Tickets	52,890.25
Other Sales Tax Paid	874.82
Total Sales Taxes Paid	\$ 53,765.07

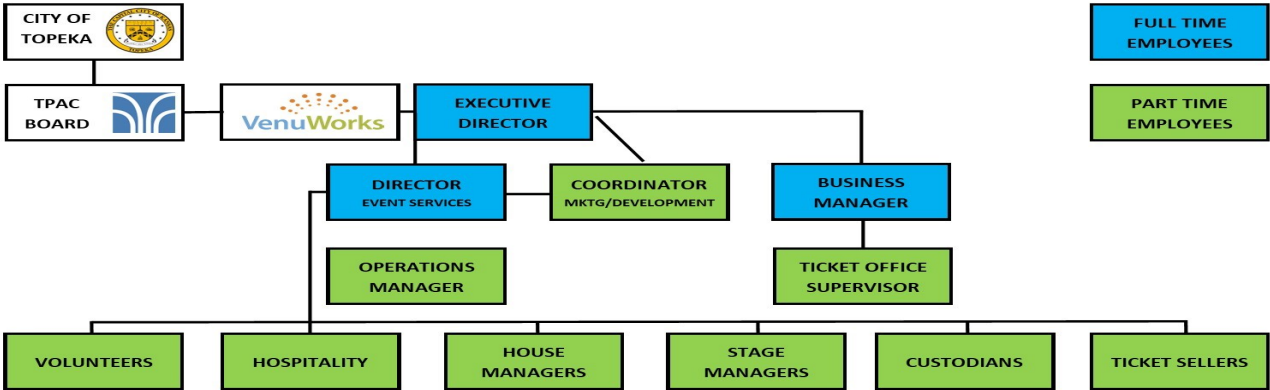
Other Community Impact	
Wages Paid	325,766.73
Amount Paid to Local Vendors	104,478.88
Total Wages/Local Vendors Paid	\$ 442,211.05

STAFF MODEL

The TPAC Staff is comprised of three (3) full-time positions and one (1) part-time position overseeing all aspects of facility management including:

- ♦ Administration & Operations
- ♦ Programming
- ♦ Booking & Scheduling
- ♦ Sales & Marketing
- ♦ Finance & Business Management
- ♦ Ticketing
- ♦ Food & Beverage Management
- ♦ Development & Fundraising

Organizational Chart





# BOARD OF TRUSTEES—Executive Committee



JOAN WAGNON  
PRESIDENT



JEFF PARKER  
VICE PRESIDENT



BARBARA EBERT  
SECRETARY



ZAC BROUGHTON  
TREASURER



CHRISTOPHER  
STEMLER  
BOARD AT-LARGE



SEAN DIXON  
TRUSTEE



SHANE GRAU  
TRUSTEE



JENNIFER GOETZ  
TRUSTEE

# ECONOMIC IMPACT

Topeka Performing Arts Center  
Economic Impact Estimate  
Fiscal Year 2021

Indirect Spending:

Total Attendance = 40,420  
131 Event Days

Daily Average Spending  
40,420 x \$30 \$1,212,600

Overnight Daily Average Spending  
2% of yearly attendance  
353 Room Nights x \$140 per room = \$49,420

Direct Spending:

Personnel Costs = \$69,407  
Concession Costs = \$5,519  
Contracted Services, etc. = \$105,002  
Advertising of Concerts/Events = \$7,696

Sub-total—Estimated Economic Impact \$1,499,064  
Multiplier effect on local community x 1.8

Total Estimated Economic Impact \$2,698,315



INCOME EXPENSE STATEMENT

Topeka Performing Arts Center	Audited	Audited	Reviewed
	Jan - Dec 21	Jan - Dec 20	Jan - Dec 19
<b>Programming</b>			
Programming Revenue	480,152.51	202,126.38	776,276.00
Programming Expenses	191,062.18	127,213.27	512,533.61
<b>Programming - Net</b>	<b>289,090.33</b>	<b>74,913.11</b>	<b>263,742.39</b>
<b>Fundraising</b>			
Fundraising Revenue	90,213.48	65,408.57	89,977.72
Fundraising Expense	38,516.00	18,588.00	61,875.96
<b>Fundraising - Net</b>	<b>51,697.48</b>	<b>46,820.57</b>	<b>28,101.76</b>
<i>Sponsorship Revenue</i>	19,309.84	34,651.17	53,250.00
<i>Trusts &amp; Endowments</i>	120,386.00	64,899.00	123,567.27
<i>Naming Rights</i>	-	-	-
<i>Grants</i>	396,309.38	179,315.00	-
<i>City Contribution - Transient Guest Tax</i>	-	-	7,500.00
<b>Contributions &amp; Grants Revenue</b>	<b>536,005.22</b>	<b>278,865.17</b>	<b>184,317.27</b>
<b>Other Revenue</b>	9,008.77	1,148.14	43,074.06
<b>Total Net Revenue</b>	<b>885,801.80</b>	<b>401,746.99</b>	<b>519,235.48</b>
<b>Occupancy Expense</b>	28,751.88	30,389.84	46,798.18
<b>General and Administrative Expenses</b>	407,941.52	434,206.45	594,748.43
<b>Other Expenses</b>	8,717.25	5,380.37	21,200.12
<b>Total Expenses</b>	<b>445,410.65</b>	<b>469,976.66</b>	<b>662,746.73</b>
<b>Net Margin(Loss)</b>	<b>440,391.15</b>	<b>(68,229.67)</b>	<b>(143,511.25)</b>
City Contribution	150,000.00	150,000.00	150,000.00
Capital Improvements			
<b>Total Net Income/(Loss)</b>	<b>590,391.15</b>	<b>81,770.33</b>	<b>6,488.75</b>

BOARD OF TRUSTEES



SJ HAZIM  
TRUSTEE



STEVEN MASSEY  
TRUSTEE



RAY MORAN  
TRUSTEE



ROGER McKINLEY  
TRUSTEE



DAVID MOUNTAIN  
TRUSTEE



BRENT PIEPERGERDES  
TRUSTEE



DIANA RAMIREZ  
TRUSTEE



# ANNUAL ATTENDANCE

Event Totals				
Event Type	Events	Event Days	Use Days	Attendance
Banquets	3	3	3	510
Concert	0	0	0	0
Broadway/Theatrical-Commercial	0	0	0	0
Community/Educational Theatrical	19	32	23	14,262
Family Shows	0	0	0	0
Convention	3	7	2	2,550
Meeting/Conf	5	5	1	275
Consumer Show	0	0	0	0
Trade Show	0	0	0	0
Wedding Reception	1	1	1	250
Community/Civic	7	7	12	4,320
Sporting	0	0	0	0
Recreational Sports	0	0	0	0
Film/Movie	0	0	0	0
Internal Use	2	2	0	125
Total for Year	40	57	42	22,292

Events are total number of events

Event Days are number of days of public attendance for the Event

Use Days are the number of setup/tear down days for the Event

Monthly Totals				
Event Type	Events	Event Days	Use Days	Attendance
January	6	10	6	1,770
February	3	4	4	699
March	5	9	5	3,190
April	7	10	9	3,893
May	11	14	6	7,748
June	8	10	12	4,992
July	0	0	0	0
August	0	0	0	0
September	0	0	0	0
October	0	0	0	0
November	0	0	0	0
December	0	0	0	0
Total for Year	40	57	42	22,292

# FINANCIAL POSITION

TPAC Balance Sheet			
	Audited	Audited	Audited
	Dec 31, 2021	Dec 31, 2020	Dec 31, 2019
ASSETS			
Cash:			
Operating Cash	704,025.29	49,850.30	116,172.85
Event Restricted	278,898.03	244,606.05	222,811.70
Board Restricted	51,322.11	30,733.19	25,941.53
Total Cash	1,034,245.43	325,189.54	364,926.08
Accounts Receivable	14,690.24	15,686.02	1,278.16
Prepays/Other Assets	21,734.94	20,727.88	21,000.37
Net Equipment	50,943.35	22,664.93	20,120.01
Beneficial Interest in Trusts	1,095,293.00	1,016,714.00	990,722.00
TOTAL ASSETS	2,216,906.96	1,400,982.37	1,398,046.62
LIABILITIES			
Accounts Payable	208,587.87	17,664.94	70,574.21
Accrued Expenses	35,463.42	31,006.14	32,009.24
Deferred Revenue:			
Sponsorships	65,438.99	58,498.83	45,150.00
Ticket Sales	183,223.05	151,452.51	210,566.00
Room Rental/Gift Cards	22,789.58	28,847.05	5,504.60
TOTAL DEFERRED REVENUE	271,451.62	238,798.39	261,220.60
Long Term Liabilities	17,500.00	20,000.00	22,500.00
TOTAL LIABILITIES	533,002.91	307,469.47	386,304.05
Net Assets:			
Unrestricted	138,042.82	56,272.49	49,783.74
Restricted	1,545,861.23	1,037,240.41	961,958.83
TOTAL NET ASSETS	1,683,904.05	1,093,512.90	1,011,742.57
TOTAL LIABILITIES & NET ASSETS	2,216,906.96	1,400,982.37	1,398,046.62



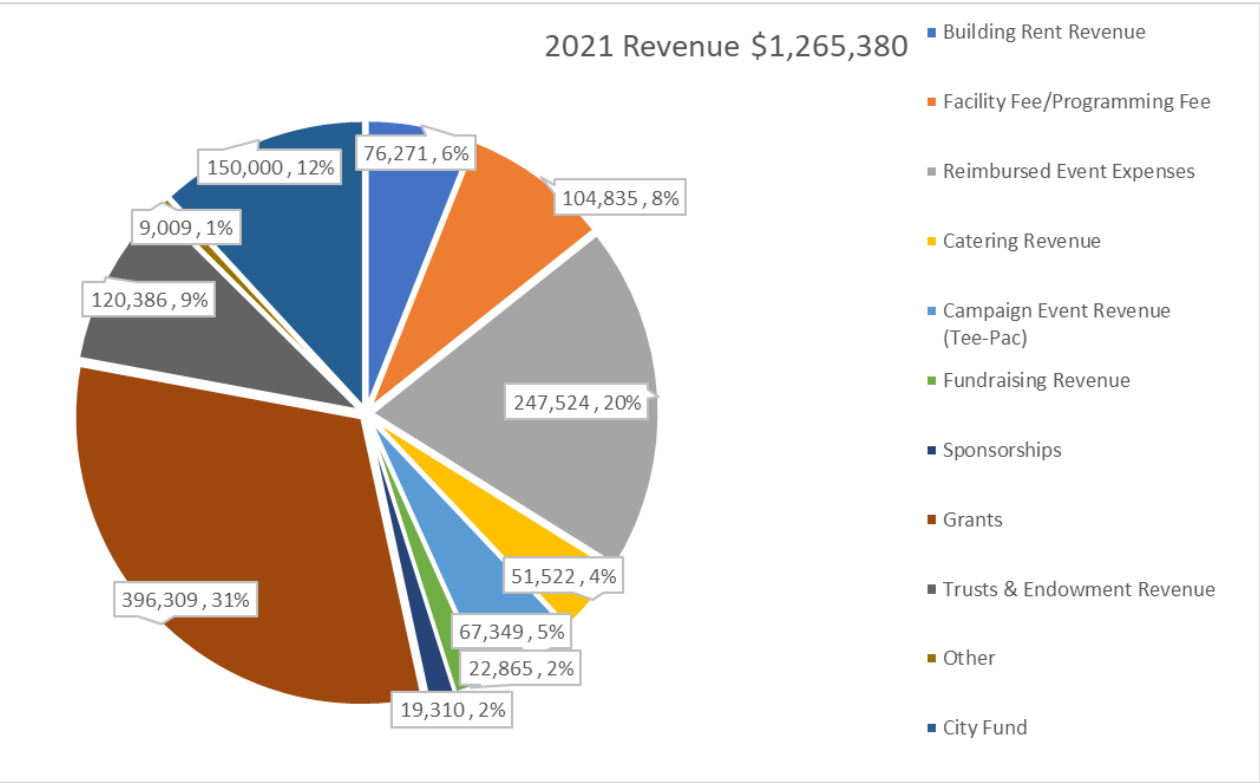
# FINANCIAL POSITION

For the year end 12/31/2021, per the Balance Sheet, total assets were up 58.24% compared to 2020 and 58.57% compared to 2019. 2021 ended with a healthy amount of operating cash that will allow for more opportunity in the coming year. Total liabilities are also up 73.35% from 2021 and 37.97% from 2019. This is mostly due to accounts payable for artist settlements due for December events.

TPAC’s net income for 2021 is \$590,391 up 622% compared to 2020 and significantly increased compared to 2019. The largest source of this increase is due to receiving the Shuttered Venue Operating Grant (SVOG). SVOG alone was \$373,709 making up 42% of net revenue for the year. Other grants received totaled \$22,600.

There were a total of 113 events days in 2021 almost double 2020 and attendance gradually increased throughout the year. The net impact from programming was up 286% compared to 2020 and 10% from 2019. TPAC is experiencing a positive comeback from the pandemic.

TPAC has a great event calendar lined up for 2022 and plans to continue fundraising, holding the 3rd annual Tee-Pac Golf Tournament, among others, and applying for grants.



# EVENTS & OPERATIONS

2021 showed a rapid interest in booking events. Date availability combined with vendor availability such as caterers, decorators, Dj’s etc. were the determining factor in many events becoming reality. TPAC also began the process of rental rate evaluations and updates.

TPAC has become a popular venue for national and regional dance and talent competitions. These events bring young performers from around the Midwest often with families in tow. We have adjusted our food and beverage offerings at these events to satisfy the needs and wants of these patrons, these include hotdogs, chips and salsa and ice cream. These events also bring many overnight guests resulting in room nights at the local hotels. TPAC hosted 4 competitions in 2021 with 7 booked for 2022

TPAC also hosted local dance companies, corporate and concerts notably 3 rock concerts in the 2nd week of November. We continue to have events booked, re-booked and new bookings added. TPAC returned to welcoming school students to the building for events such as 2 Nutcracker performances as well as Gingerbread Homes for the Holidays.

With the return of events to the building and large crowds of patrons brought equipment breakdowns both with the TPAC operated equipment as well as the mechanical infrastructure of the building itself. A major component of the HVAC system of the performance hall and main floor failed resulting in a 50% reduction in capacity of cooling. This has been a huge problem as it effects the comfort of the patrons and safe performance conditions of the artists risking show cancelations as well as patron complaints.

During 2021 several stage curtains were purchased and installed to replace the 30 year old very worn and out of compliance curtains.

Plans for the stage lighting control system upgrade are under way. Sourcing of the equipment looks to be a challenge with manufacturing delays etc. Most of this upgrade will be possible to complete without any major interruptions to event operations.



# HIGHLIGHTS

The Topeka Performing Arts Center is a community and commercial focused arts entity.

As stewards of public funding, TPAC is proud to say that 80% of our programming is geared toward families, civic and community organizations and educational outreach opportunities. That is achieved with the partnerships with commercial and community based organizations: Topeka Jazz Concert Series, Topeka Symphony Orchestra, It Takes A Village, Kansas Ballet and Kansas Ballet Academy, Ballet Midwest, Barbara’s Conservatory of Dance, Ignition Dance Academy, Fuzion School of Dance, The Dance Factory, Infinity Dance Studio, Radiant School of Dance and the Greater Topeka Partnership.

Corporate donors, sponsors and underwriters make many programs possible such as The Sheffel Theater Clinic, Schooltime Theater Series, Young Artists Awards & Gingerbread Homes for the Holidays.

Major Corporate and Organizational donors/underwriters in 2021 were – ArtsConnect, Capitol Federal, Crown Distributors, Evergy, Hill’s Pet Nutrition, Orient Lodge #51 AF/AM, Rotary Club of Topeka, Security Benefit, Topeka Women’s Fund and Union Pacific Railroad.

Media/In-Kind Sponsors were Cytek Media Systems, Cumulus Radio, Epic Supply, KSNT TV and WIBW 13.

**Total Building Attendance:**

2021	22,292
2020	17,631
2019	75,460
2018	76,881

**Total Event Days:**

2021	57
2020	58
2019	142
2018	181

**Main Stage Events featured performances by:**

Topeka Symphony Orchestra, A CHORUS LINE, Greg Gleason-Illusionist, “BUDDY”-The Buddy Holly Story, Michael Cavanaugh, Topeka Jazz Concert Series, Chicago, Three Dog Night and An Evening with Chevy Chase. Following the screening of National lampoon’s Christmas Vacation.

## YOUNG ARTISTS AWARDS

The Annual Young Artists Awards were held on May 19, 2021.. Sixteen recipients, high school juniors in Shawnee County, were awarded scholarships for their higher education:

*Abby Ferrell, Vocal Music; Abigail Kreis—Vocal Music; Adriel Holloway, Instrumental Music; Allison Tappan, Community Service in the Arts; Alora Johnson, Dramatic Theater; Bella LeJuerne, Visual Arts; Cecelia Emmert, Dance; Christina Waldy, Vocal Music; Elizabeth Keyes, Visual Arts; Jaley Barkley, Visual Arts; James Keys, Visual Arts; Karyna Cheung, Instrumental Music; Olivia Oliva, Instrumental Music; Renae Sturgeon, Creative Writing; Sophia Harrison, Dance; Stephanie Hartz, Dance.*

**Special Thanks to Hill’s Pet Nutrition for their generosity!**



## BACKSTAGE TPAC

Broadway actors Jeff Kready and Nikki Renee Daniels conducted two Master Classes/Acting Workshops on August 27 and 28.

Kready and Daniels assisted several actors in their auditioning process.

They also worked with the entire cast of “A CHORUS LINE” on stage presence, “taking the stage” and honing their performance on Sept. 24-26.





# EDUCATIONAL PROGRAMS

The Topeka Performing Arts Center prides itself In providing a creative outlet of educational opportunities for local students. We hope to instill a love for performing arts at a young age.

## SCHOOLTIME THEATER SERIES

### Schooltime Theater Series Returned in 2021

Two performances by ballet companies were performed for school children:

- ♦ Ballet Midwest for a spring performance of “CINDERELLA” in April
- ♦ Kansas Ballet for a winter performance of “THE NUTCRACKER in December.

These unique experiences often opens the children’s imagination to many possibilities not otherwise afforded to them. Many times these students would not have such an opportunity.

In addition to the student groups, we also hosted groups from local day facilities and senior living facilities.



## SHEFFEL THEATER CLINIC

### CANCELLED in 2021

Schools were not taking field trips in 202, so the Sheffel Theater Clinic was cancelled.

With schools easing up on travel restrictions, classes will resume in the First Quarter of 2022.



# VOLUNTEERS

The Topeka Performing Arts Center attributes much of its success to our dedicated volunteers who during a normal operating year contribute a yearly average of more than 2,400 hours of service to TPAC. All volunteers are trained in front -of-house logistics including ingress, egress, and safety/security procedures.

In addition to ushering, ticket taking, and guest services, our volunteers are instrumental in many of our annual events such as Sheffel Theater Clinic and Gingerbread Homes for the Holidays.

The TPAC volunteers are ambassadors to the mission of the Topeka Performing Arts Center and represent us inside and outside of the building. An active volunteer committee meets regularly to assess guest delivery experience and improve efficiency.

It should be noted that during the reduced operation during the pandemic several loyal volunteers continued without hesitation to support the TPAC operations.

“I have had lots of good moments at TPAC. Volunteering has be a great way to make new friends and it’s nice to help people. We have a wide variety of programs and I get to see all the shows and ticket taking is a great way to say hi to your friends as they come in.”

Sandy Meier—Volunteer



MAKE MEMORIES  
MAKE A DIFFERENCE







PARTNERS IN ARTS



**FRIENDS OF TPAC—Topeka Performing Arts Center decreased by 31% in 2021.**

Not having a season subscription series as a perk for Friends is the main factor.

2018: 192 Members/\$24,188 raised

2019: 106 Members/\$24,912 raised

2020: 35 Members/\$27,690.04 raised

**2021: 24 Members/\$12,450.04 raised**

**PARTNERS IN ARTS**

**2021—\$2,920**

**A COMMUNITY THRIVES Campaign:**

**\$3,435 received from 34 Donors**

**TOTAL FUNDRAISING IN 2021—\$18,805.04**



## Marketing Insights

2021 saw a new direction in marketing through email and social media.

Email marketing campaigns were more singularly focused, geared toward higher quality content spotlighting individual events through e-blast using ticketmaster and mailchimp. Also, campaigns were enacted with the objective to not over saturate or subscriber base.

Website traffic nearly doubled from the previous year. The analytics gathered for 2021 tell us how to pivot our marketing strategies for 2022.

Our increase in new users to our website suggest that our social campaigns are performing well and users are using the links provided to navigate to the suggested TPAC event listings.

The bounce rate for our website also suggest that the links provided for events are steering our website viewers to purchase directly from ticketmaster.com.

It is no surprise that 65% percent of the interaction on our website is taking place on mobile devices. This tells our marketing team that we need to be designing eblast and other forms of communication for mobile viewing for optimal interfacing with our audience. By pivoting to a more mobile conducive interface this may result in more involvement from the 18-24 year old demographic, our lowest performing web user.

## WEDDINGS/QUINCENERAS

Event bookings have resumed however not back to pre-COVID levels. This due in part to several new event venues in the market. TPAC has repackaged our offerings in these types of events which also included an increase in rates.



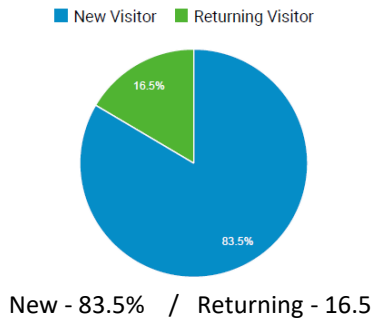
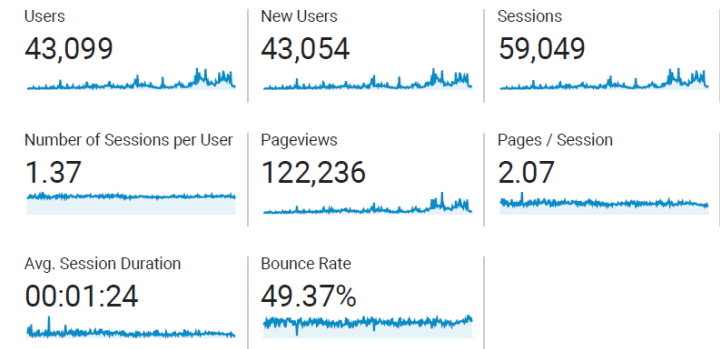
GET THE  
STAR TREATMENT  
AT YOUR WEDDING



# WEBSITE TRAFFIC

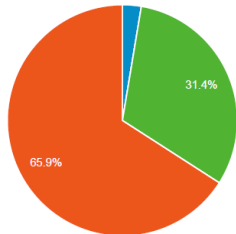
2021 analytics gathered with the objective of identify device method used to view website for optimal interaction with key demographics.

### Overview



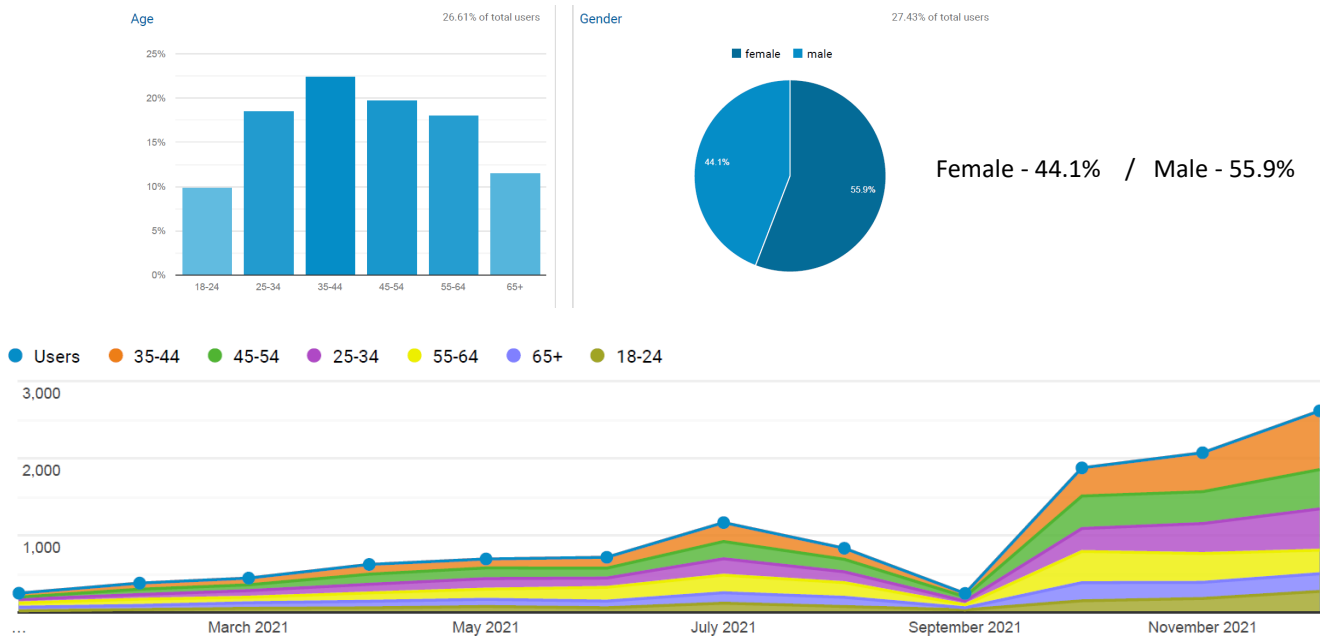
### Device Category

	Sessions / 59,049	Users / 43,099
1. tablet	1,422	2.63%
2. desktop	18,122	31.42%
3. mobile	39,505	65.94%



Tablet - 2.63% / Desktop - 31.42% / Mobile 65.94%

### User by Age and Gender



# FOOD & BEVERAGE

Our food and beverage sales followed the trend of the banquets and meetings and with increase in sales for the year. With the return to hosting more events with increased sales equipment replacements and additions need to be prioritized. We still have the need for a dishwasher, refrigeration, serving equipment, equipment storage/carts and point-of-sales equipment. The 5 year Soft Drink pouring contract was renewed with Kuerig Dr. Pepper Snapple Group, their offer by far was superior and suited the needs of TPAC and patrons. We entered into an agreement with Crown Distributors for a preferred brand designation for cash and trade. This agreement is for a one year term, to date we have not been able to have a discussion with Strathman Sales for a similar agreement.

# FACILITY USAGE

Monthly Totals				
Event Type	Events	Event Days	Use Days	Attendance
January	6	10	6	1,770
February	3	4	4	699
March	5	9	5	3,190
April	7	10	9	3,893
May	11	14	6	7,748
June	8	10	12	4,992
July	0	0	0	0
August	0	0	0	0
September	0	0	0	0
October	0	0	0	0
November	0	0	0	0
December	0	0	0	0
Total for Year	40	57	42	22,292



# COMMUNITY OUTREACH

An essential part of Topeka Performing Arts Center’s mission is to foster the performing arts through excellence in programming by providing for the advancement, promotion, presentation and development of the arts to meet the diverse cultural and educational needs of our community.

**2021 was fairly active in community presentations:**

- BACKSTAGE TPAC—Master Classes in Acting and Auditioning — conducted by Jeff Kready and Nikki Renee Daniels on August 27-28, 2021
- Schooltime Theater Series - performances on April 16 and December 17, 2021
- 2nd Annual TeePAC Golf Tournament—July 23, 2021
- Topeka Symphony Orchestra—performances on January 16, February 13, March 27, and April 24, 2021
- Topeka Jazz Concert Series—performances on September 19, October 24 and December 5, 2021

# Social Media

At the beginning of January 2021 the marketing team set the goal of 1000 new social media followers for the year. This goal was met and exceeded with 1,378 new followers amongst all social media platforms.

## FACEBOOK

Total 2021 Followers: 13,739  
Total 2020 Followers: 12,510  
Total 2019 Followers: 12,016  
Facebook Followers grew by 9.8% in 2021

## TWITTER

Total 2021 Twitter followers: 1,382  
Total 2020 Twitter Followers: 1,350  
Total 2019 Twitter followers: 1,292  
Twitter Followers grew by 2.3% in 2021

## INSTAGRAM

Total 2021 Twitter followers: 1,407  
Total 2020 Instagram Followers: 1,290  
Total 2019 Instagram Followers: 1,143  
Instagram Followers grew by 8.3% in 2021