

## **THEATRE ALBERTA 2014 ANNUAL GENERAL MEETING**

### **President's Report**

**April 1, 2013 to March 31, 2014**

Theatre Alberta has been a major part of my evolution as a theatre artist and administrator. My first experience with Theatre Alberta was when I was welcomed by its supportive staff as I participated in the 2<sup>nd</sup> annual Emerge. As I maintained my membership I took advantage of the many programs, attending both Dramaworks and PlayWorks Ink, using the library, and if I had a time machine, would likely have gone back to take part in Artstrek.

When I was asked to join the board four years ago, I jumped at the opportunity. Being a proud member of this organization and the board of directors has given me greater insight into the hustle and bustle of theatre communities across this province. I feel connected to our membership, whether they're artists, technicians, educators or administrators. I feel connected because I appreciate that we work towards a common goal. To be inspired, and to inspire others through theatre.

We have a strong organization filled with passionate members, phenomenal staff and a dedicated board. As I finish my first year as President, I would like to say thank you to everyone for your support of Theatre Alberta. Your contributions make the cultural landscape of this province vibrant.

A few highlights of the year April 1, 2013 – March 31, 2014.

#### **Membership Highlights:**

As of March 31, 2014 we have 1,019 members. This is a 6% decrease from the previous year. There has been no significant changes in representation from various regions of the province (ie. Edmonton, Calgary, North, Central, and South).

#### **Board Highlights:**

This year we welcomed new members Stacy Fysh (Edmonton), Elizabeth Wilkie (Edmonton), and Kevin Rothery (Calgary). We will also be saying goodbye to Michele Fleiger and Cyril Cook. Michele's leadership has given clear direction for the board and I will strive to carry on her passion for Theatre Alberta. Additionally we thank Cyril for his perspective and insight and wish him well in future endeavours.

#### **Fundraising Highlights:**

We continue to develop a 'culture of giving' around Theatre Alberta and our programs, and this year received approximately \$7,000 in individual donations.

We also began a three year partnership with Cenovus Energy to support Artstrek's expansion, Christie Lites Sales sponsored the Workshops by Request program, and several organizations contributed to PlayWorks Ink's success.

We held our first ever fundraising event at the Edmonton International Fringe Theatre Festival and donated half of the proceeds to Alberta Arts Flood Rebuild.

**Financial Highlights:**

We continue to find avenues to increase Theatre Alberta's sustainability and as such this year we invested an additional \$10,000 into The Theatre Alberta Foundation, our new endowment fund. These funds came from the 2013 surplus.

Theatre Alberta continues to work for its members by creating and maintaining stellar programming while being fiscally responsible. This could not be accomplished without the tireless leadership of Keri Mitchell and the whole Theatre Alberta team. On behalf of the Board please know how much we value your commitment and expertise.

To our members, I implore you to continue to be inspired and to inspire others through the work that we do. Thank you for your passion.

Respectfully submitted:

Jeremy Mason  
President  
Theatre Alberta