



DELAWARE
SHAKESPEARE

ANNUAL REPORT

2016

Dear fellow Shakespeareans,

2016 was an unforgettable year for Delaware Shakespeare.

We marked the 400th anniversary of the Bard's legacy with Shakespeare Day in Wilmington, when Market Street had to be shut down because over 200 people gathered to hear quotes from all of his plays. We were hosted at the Governor's Mansion in Dover where our Kent County friends enjoyed scenes from *The Comedy of Errors* as a preview of the Summer Festival.

We continued our annual "Shakespeare/Poe" and "Shakespeare + St. Valentine" programs and our Summer Festival to critical acclaim.

But the most memorable and rewarding achievement of 2016 was the inaugural Community Tour production of Shakespeare's *Pericles, Prince of Tyre*. As I attended many of the performances for underserved or non-traditional audiences, I was often moved to tears when I saw others in the audience gasp, laugh, speak out or also be moved to tears. Many of these people had never seen a Shakespeare play or live theatre at all. I am truly proud to be part of an organization that proves that art can change lives.

Delaware Shakespeare served over 5,600 people during more than 60 performances and events in 2016.

All this was only possible due to our remarkable staff, our gifted and brilliant artists, our devoted volunteers and Board, our generous donors and funders, and our faithful patrons. Thank you one and all.

Nancy B. Lynch,
Board President



We're pleased to share that Nancy Lynch was honored with one of the inaugural Delaware Arts Alliance Arts Advocacy Awards in 2016 for the many ways she has served the arts community in Delaware during her lifetime.

A YEAR GUIDED BY A NEW VISION

In late 2015, Delaware Shakespeare revised its vision and mission with a clear focus on who we serve and what we provide.

Vision

We envision a Delaware where people from all walks of life celebrate and explore their shared humanity through the lens of Shakespearean works.

Mission

Inspired by Shakespeare's creative vision and the broad societal mix of audiences of his era, Delaware Shakespeare brings our community together for vibrant theatre and learning experiences.

This vision was behind everything we did in 2016, our most ambitious year of programming ever. A desire to fully commit to the mission inspired the launch of the Delaware Shakespeare Community Tour (our boldest new venture since the company's founding in 2002) and a new company name that reflects the diversity of our work throughout the year: **Delaware Shakespeare.**

These statements provide a clear framework for us as we continue a period of incredible growth. After every program – new or old – we ask, “Did we gather people from all walks of life?” and “Did we provide those people with a vibrant experience?”

As you read this report, we hope you can see how the vision and mission link the diverse programs and offerings. And we thank you for helping to make this work possible.



Shakespeare Day on Market Street



Delaware Shakespeare Community Tour

After eighteen months of planning, the Delaware Shakespeare Community Tour took its maiden voyage in November 2016.

Delaware Shakespeare brought a full production of *Pericles, Prince of Tyre* to underserved or non-traditional audiences in locations such as homeless shelters, detention facilities, and centers for individuals with cognitive or physical disabilities.

Twelve performances were offered free of charge to partner venues throughout all three Delaware counties.

The audiences were an incredible cross-section of the community. According to audience surveys, **74% of the 2016 Community Tour audience had household incomes of \$50,000 or less**, including 43% with household incomes of \$25,000 or less. The audience for the 2016 Community Tour was **41% White, 42% African-American, and 10% Hispanic**. The

audience consisted of **44% individuals with a college degree, 33% individuals with a high school degree, and 23% with high school or less**. Delaware Shakespeare's production of *Pericles, Prince of Tyre* was **the first play 41% of the audience had ever seen**.

Twelve performances were offered free of charge to partner venues in all three Delaware counties.

A hallmark of the Community Tour is a commitment to giving audiences the best artistry possible, with a budget allowing DSF

to employ artists of more professional stature than those used in past Summer Festivals. The production values, featuring live music and creatively minimal sets, enable performances in such spaces as conference rooms and gymnasiums without lessening the viewing experience. As the production uses whatever lighting is available,



audiences (60-100 people arranged directly around the performance area on all four sides) sit in the same light as the actors, creating an up-close and immediate experience.

During the performance of *Pericles* at Sunday Breakfast Mission, there were about twenty adult residents, ten children, five staff members, and fifteen "Del Shakes" fans in attendance. This created a wonderful mix of the community. In the climatic parent-child reunion scene, the mothers in the audience watched the scene, but

also watched their children watching the scene. The emotions were multiplied. Tears were in abundance.

When the performance was over, a Sunday Breakfast Mission resident stood up to share a tissue with a "Del Shakes" fan in attendance, because he was teary as well. It was a moment of communion that wordlessly captured the capacity of the Community Tour to enable people from all walks of life to celebrate and explore their shared humanity through the lens of Shakespearean works.



***“Committed,
emotional
and joyous
storytelling
that reminds
us how
theatre
began and
what it still
can be.”***

- The News Journal

COMMUNITY TOUR PARTNER VENUES

Achievement Center

The Stockley Center

Sunday Breakfast Mission

Groves Adult High School (Red Clay)

YWCA Home-Life Management Center

Rose Hill Community Center

Dover homeless shelters

Dover Interfaith Mission for Housing, The Shepherd Place,
Whatcoat Services

Absalom Jones Senior Center

Delaware Psychiatric Center

The Ferris School

Baylor Women's
Correctional Institution

Kent County Public Library



Delaware Shakespeare Summer Festival

An ambitious new stage, a diverse cast, and three-piece band rocked Rockwood Park last July.



The Comedy of Errors, Shakespeare's madcap comedy of mistaken identity, delighted audiences in our 14th annual Summer Festival production. The creative team transformed Rockwood Park with a 64' long runway stage, colorful lanterns, and a three-piece funk band.

DC Metro Theater Arts wrote that Delaware Shakespeare "plays it to the hilt, with animated performances and a colorful design that combine classical tradition with post modern attitude." ‘

Delaware Shakespeare was pleased to tour the production for an one-night only performance at The Freeman Stage in Sussex County. All told, over 3,500 people attended a performance of *The Comedy of Errors*.



“The atmosphere, the unity of the crowd, the flow of the production, looking at what everyone else brought to eat, the glass of wine, being out of doors, the beautiful Rockwood estate – all of it, everything is what makes this extremely special. Did I mention we drive two hours to be there?”

- Summer Festival audience member



Filling the year with Shakespeare

Barely a month went by in 2016 without Delaware Shakespeare bringing an event to the public in some way.



Our established “bonus programs” – “Shakespeare + St. Valentine” and “Shakespeare/Poe” – continued their successful histories. “Shakespeare + St. Valentine” sold out two February performances at Chadds Ford Winery. “Shakespeare/Poe” expanded to ten performances over two weekends at Stone Stable in Historic Odessa, Read House & Gardens in Old New Castle, and Rockwood Mansion.



In 2016, the Shakespeare world celebrated the 400th anniversary of Shakespeare’s legacy (i.e., the year he died!). Delaware Shakespeare joined in the fun with Shakespeare Day on April 22 (the day before the actual anniversary). Over fifty community volunteers read lines from every one of Shakespeare’s thirty-eight plays in a joyful lunch-hour celebration in front of The Grand Opera House.



As part of the 400th anniversary, in September the University of Delaware Museums hosted the exhibit “First Folio! The Book That Gave Us Shakespeare” from the Folger Shakespeare Library. Delaware Shakespeare was pleased to be invited to participate in two programs, including David Stradley presenting his talk “How I Came To Love Shakespeare” in front of a packed crowd in Old College Hall.



In May, OperaDelaware presented two full Shakespeare operas – *Amleto* and *Falstaff* – during its new Spring Festival. As part of the Festival, Delaware Shakespeare performers paired with opera singers in “Shakespeare in Song,” sharing classic pieces from Shakespearean operas with selections from the original sources.



In June, Governor and First Lady Markell invited Delaware Shakespeare to present a sneak peek of *The Comedy of Errors* at Woodburn in Dover. Four performers shared scene highlights in the lovely garden setting.



Delaware Shakespeare offered four performances of “Shakespeare’s Playground” as part of the city of Wilmington’s “Summer in the Parks” series. The interactive, educational event featured two actors sharing scenes from *The Comedy of Errors* and *A Midsummer Night’s Dream* that were then restaged by audience members using the specific landscapes in city parks.

COMMUNITY CORNERSTONE PROJECT

OUR AMERICA, OUR SHAKESPEARE

While humorous, *The Comedy of Errors* is also a play about the confusion three newcomers experience upon their arrival in a foreign land. Delaware Shakespeare partnered with the Latin American Community Center on its spring Community Cornerstone audience engagement program. Members of the Latino

immigrant community wrote scenes and monologues that connected their experiences arriving in Delaware to key moments in *The Comedy of Errors*. These writings were read at a community sharing at Delaware Art Museum on May 21, in connection with the “Our America: The Latino Presence in American Art” exhibit.



"Our America, Our Shakespeare" playwrights and workshop participants

“I’ve been trying to write a book about my experiences for many years, but I never knew how to begin. I think I’ve just found my first chapter.”

- Workshop participant

EDUCATION PROGRAMS

FROM AT-RISK YOUTH TO APPRENTICES

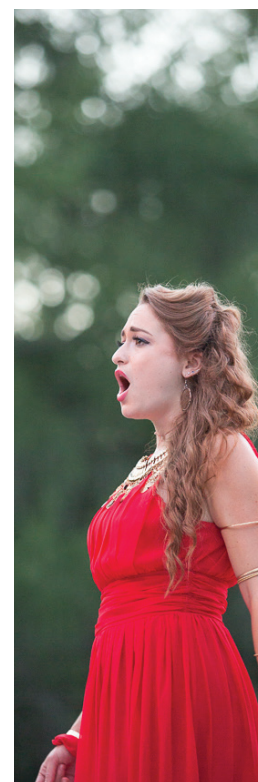
The centerpiece of Delaware Shakespeare’s education work is its program for at-risk and adjudicated youth, *The Bridge*. The program aims to connect youth to a wider circle of humanity and promote positive life choices by examining decisions made by Shakespeare’s characters. Youth in the program receive three artist workshops and were invited to Rockwood for *The Comedy of Errors*. In 2016, workshops focused on the misunderstandings that occur in chaotic urban settings. Delaware Shakespeare worked with 60 students at:

- Grace, Snowden, and Mowlds Cottages (Ferris School)**
- Nativity Preparatory School**
- West End Neighborhood House**
- UrbanPromise Wilmington**

In association with its Summer Festival, Delaware Shakespeare offers a College Apprentice Program and a High School Internship Program. The College Apprentice Program provides valuable professional experience, including service in key production roles. The eight 2016 apprentices came from Arcadia University, DeSales University, Temple University, University of Delaware, and West Chester University.

High School interns entertain audiences as “wandering bards” and receive an all-access pass to production rehearsals. The eight 2016 interns came from Cab Calloway School of the Arts, MOT Charter High School, Kennett High School, Mount Pleasant High School, Newark High School, and Tower Hill School.

Overall in 2016, DSF served over 700 youth.



Fiscal Responsibility

Financial stability is a hallmark of Delaware Shakespeare. 2016 marks another strong year of fiscal health, part of an incredible five-year growth period.

| EARNED INCOME | | 2016 |
|------------------------------|--|------------------|
| Ticket sales | | \$71,233 |
| Concessions | | \$5,003 |
| Education Programs | | \$3,025 |
| Advertising | | \$2,700 |
| Other | | \$384 |
| TOTAL EARNED INCOME | | \$82,345 |
| UNEARNED INCOME | | |
| Foundation | | \$101,700 |
| Individual | | \$46,509 |
| Government | | \$13,850 |
| Fundraising Events | | \$9,225 |
| Corporate | | \$9,046 |
| Nonprofit | | \$1,200 |
| TOTAL UNEARNED INCOME | | \$181,530 |
| TOTAL INCOME | | \$263,875 |

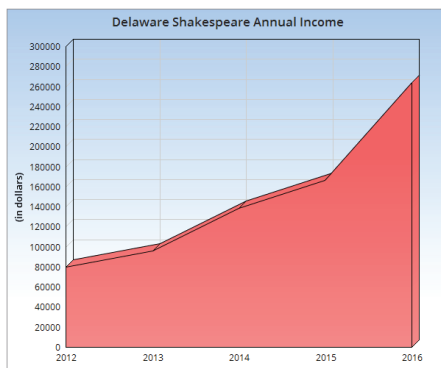
| EXPENSES | | 2016 |
|----------------------------|--|------------------|
| Fees for Services/Salaries | | \$153,247 |
| Supplies | | \$18,760 |
| Advertising | | \$14,226 |
| Printing | | \$5,526 |
| Travel | | \$5,658 |
| Equipment | | \$2,804 |
| Postage | | \$2,214 |
| Other | | \$11,855 |
| TOTAL EXPENSES | | \$224,223 |



Income growth was driven by significant increases in Foundation and Individual giving:

2015 Foundation Giving: \$33,775
 2016 Foundation Giving: \$101,500
Percentage Increase: 200%

2015 Individual Giving (Annual Campaign): \$31,181
 2016 Individual Giving (Annual Campaign): \$41,433
Percentage Increase: 33%



*Overall, Delaware Shakespeare has seen a **five-year income growth of 231%**. As donations and ticket sales increase, Delaware Shakespeare is able to provide more service to the community:*

2012 \$79,687
2013 \$95,766
2014 \$138,870
2015 \$166,596
2016 \$263,875



Community Support

The work of Delaware Shakespeare is only made possible with wide community support, including the partnership with New Castle County Department of Community Services for the Summer Festival performances at Rockwood Park.

GOVERNMENT, CORPORATE, AND FOUNDATION SUPPORT

Delaware Shakespeare is grateful to have received financial or in-kind support from the following agencies, companies, and foundations in 2016:

\$10,000+

Longwood Foundation
Theatre Communications Group / Doris Duke Charitable Foundation

\$5,000-\$9,999

Delaware Division of the Arts
Marmot Foundation

\$1,000-\$4,999

City of Wilmington
Crystal Trust
Delaware Humanities Forum
Delmarva Power (in-kind)
SL Green Family Foundation
Diane and Harry Levin Foundation

Highmark Delaware
Janssen's Market
Laffey-McHugh Foundation
PNC Bank
Prestwick House
Planet 10 Creative (in-kind)
WSFS Bank

Under \$1000

A-1 Sanitation (in-kind)
Anthony's Coal Fired Pizza
Bank of America
Caesar Rodney Rotary Club
The Country Vintner (in-kind)
The Greenery Caterers (in-kind)
Houppette
Stoney's British Pub
Wilmington Country Store

Media Sponsors

Delaware Today
WDEL and WSTW

INDIVIDUAL DONORS

Individual donors have long been Delaware Shakespeare's most consistent and devoted form of support. We're pleased to be able to list every individual who made a gift in 2016.

** Indicates a donor who has given for five consecutive years.*

Indicates a donor who participated in the Shakespeare 400 Campaign by doubling their annual giving from 2015, to at least \$200. The Shakespeare 400 Campaign recognized the 400th anniversary of Shakespeare's death in 2016 and Delaware Shakespeare's increasing artistic accomplishments.

Prospero's Circle

In 2016, Delaware Shakespeare launched Prospero's Circle, comprised of individuals who support Delaware Shakespeare with gifts of \$1,000 or more. The Circle is named after one of Shakespeare's most famous characters, the magician on his magical island in The Tempest. At one point, Prospero draws a circle and steps into it to create some of his greatest magic. Supporters who step into Prospero's Circle allow Delaware Shakespeare to create even greater magic.

\$5,000+

Laurel A. Riegel *#

\$1,000+

Jerry Bilton #
 Elizabeth Bryson
 Stephen & Joan Chinnery
 Sally Coonin *#
 Patty & John Jacob #
 Renata B. Kowalczyk
 Benjamin Lovell *
 Nancy B. Lynch *
 Karen D. Poore
 Alice D. Reilly
 Barbara D. Robleto *
 Blake & Mitzi Rohrbacher *
 Robert & Dorothy Rule
 Jason & Melissa Scott *
 David & Michelle Stradley *#

Lynn & Carol Stradley *#
 Mr. & Mrs. Terrence A. Tobias #

\$500-\$999

Diane & Pat Close
 Charles & Judith Conway *
 Ms. Rebecca G. Frederick and Ms. Trina J. Tjersland
 Susan Guariano
 Michelle & Thomas Hannum
 Dorothy R. Jacobson
 Lynne & Rusty Suher *#

\$250+

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\$100+

Anonymous (3)
 Anonymous on behalf of Joanne Reilly
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 Madeleine Bayard
 Pete & Susan Booker
 Don Brown & Lynne Howard
 Michael & Connie Cox
 Rosi & Rich Crosby #
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\$50+

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 Mary Wilcosky
 Charles Wright (for Beverly Wright)
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\$1-\$49

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 Connie Stenger
 Sheldon & Florence Stiefeld
 Kathy Tidball
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THE BRIDGE DONORS

The following individuals have specifically supported Delaware Shakespeare's education program for at-risk and adjudicated youth.

\$100+

Eugene & Diane Bayard
 Paul G. Gillease
 Jeff and Linnea Goddess
 Rob & Jean Krapf
 Thomas & Catherine LaPenta
 Nancy Steckel
 Mr. & Mrs. P. Sweeney

\$1-\$49

Barbara James

COMMUNITY TOUR DONORS

The following individuals supported the launch of the Delaware Shakespeare Community Tour, taking professional Shakespeare throughout Delaware to underserved and non-traditional audiences.

\$1,000+

Renata B. Kowalczyk
 Alice D. Reilly

\$500-\$999

Benjamin Lovell
 George & Norine Watson

\$100-\$499

Anonymous (2)
 John E. Horisk

AFFILIATIONS

Delaware Arts Alliance
 Delaware Alliance for Nonprofit Advancement
 Greater Philadelphia Cultural Alliance
 Greater Wilmington Visitors and Convention Bureau
 Shakespeare Theatre Association
 Ten Thousand Theaters Movement
 Theatre Communications Group

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