



The Reif Performing Arts Center
Annual Report

July 1, 2015-June 30, 2016



About the Reif Center

REIF STAFF (current)

The mission of the Reif Arts Council is "**Stimulating Arts in Northern Minnesota.**" The underlying principles that guide our mission are providing a healthy organization and a well-managed facility in which a wide variety of visual and performing arts may be experienced, exhibited, and taught. Six value statements underlie all activities of the Reif Arts Council:

- We will pursue artistic excellence
- Quality arts experiences should be accessible to all
- The arts are integral to quality education
- We will maintain a well-managed arts organization and facility
- We gain strength through collaboration and partnerships
- The arts enrich our lives and are a catalyst for a healthy community

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Katie Benes, Reif Marketing
Carissa Grosland, Box Office Manager
Katie Smith, Reif Dance Co-Director
Myron Johnson, Reif Dance Co-Director



From our Board Chair

REIF BOARD (served during 2015-2016)

We are back! After a little more than a year away, the Reif Center moved back home in April of 2016 after an exhaustive renovation period. We are currently in the midst of our Grand Re-Opening season, and while it feels good to get "back on track," we offer this report as a reflection of the challenging year we just finished (our most recently completed fiscal year ran from July 1, 2015 through June 30, 2016).

What follows are key highlights, budget notes, and programming notes from 2015-2016. As always, we welcome any questions and comments you may have as you peruse this information.

Kind regards,

Ben Edwards,
Reif Arts Council Board Chair

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By the Numbers

\$856,664

Dollars spent by the Reif Arts Council July 1, 2015-June 30, 2016

This translates into an economic impact for our community of (calculation according to the Arts & Economic Prosperity Calculator)



\$1,418,414

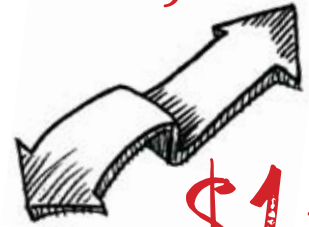
This economic impact also means additional revenue for local & state government.

\$63,871
MINNESOTA

\$58,258
LOCAL



That means, without the Reif Center, our community would be poorer by



\$1.4
MILLION

Each year, performances, rental events & community functions generate audiences in excess of

7,782 **25,000**

Ticket buyers were served in 2015-2016 for our reduced "On The Road" season.

42 The number of full-time jobs in our community supported, directly or indirectly - by expenditures of the Reif Center and our audiences.



Earning ticket revenues of

\$110,206.56



Meaning, the average ticket price was only

\$14.16

25 The number of miles over 1/3 of ticket buyers travel to attend performances at the Reif Center.

In 2015-2016, our Reif Dance program served students ages 4 yrs.-adult, providing professional dance instruction and incredible performance opportunities.

196

10 FREE tickets for each performance were given to clients of the Second Harvest Food Bank.

27 Super 8 seats were available for every Reif event at the reduced rate of \$9/ticket.

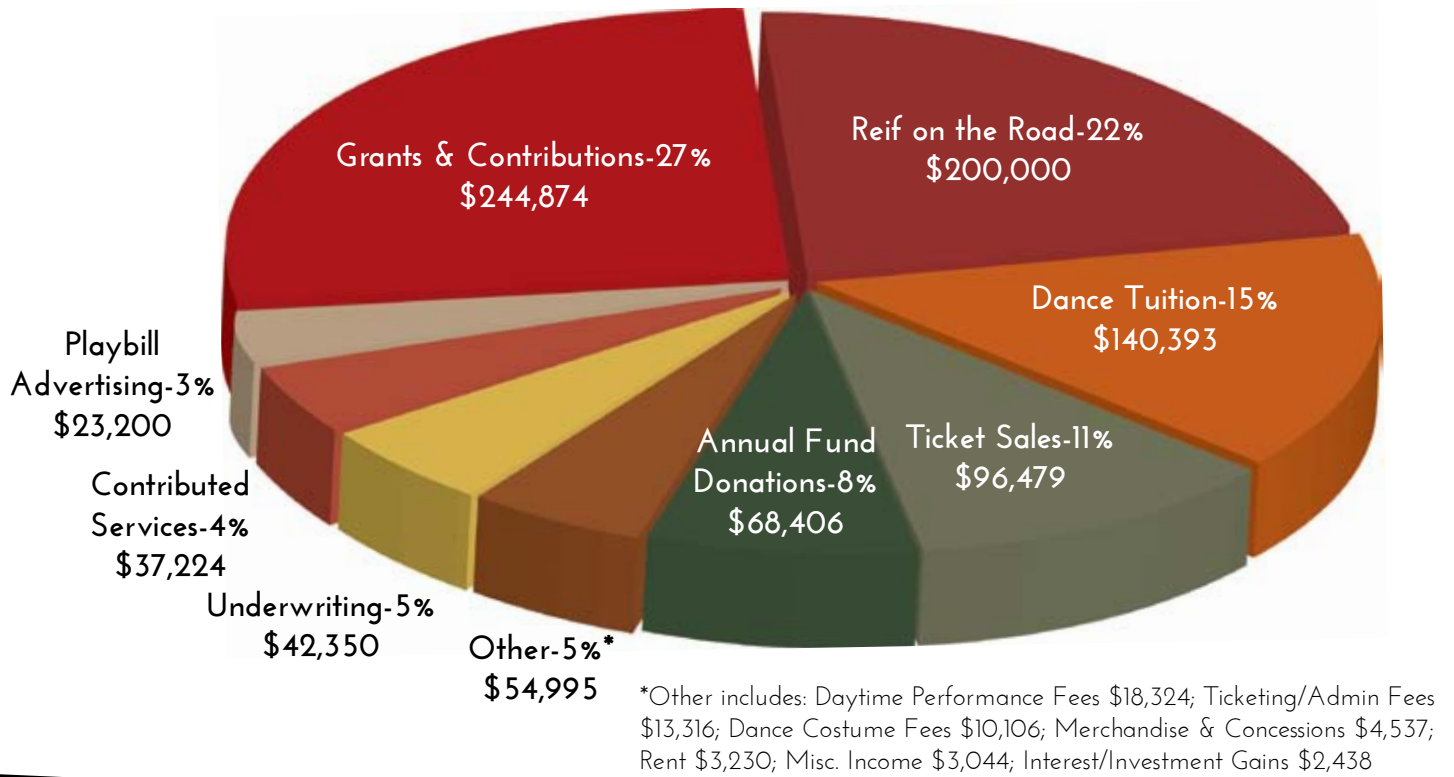
101 Rush tickets were sold to students ages 0-college at just \$5/ticket.

5,227

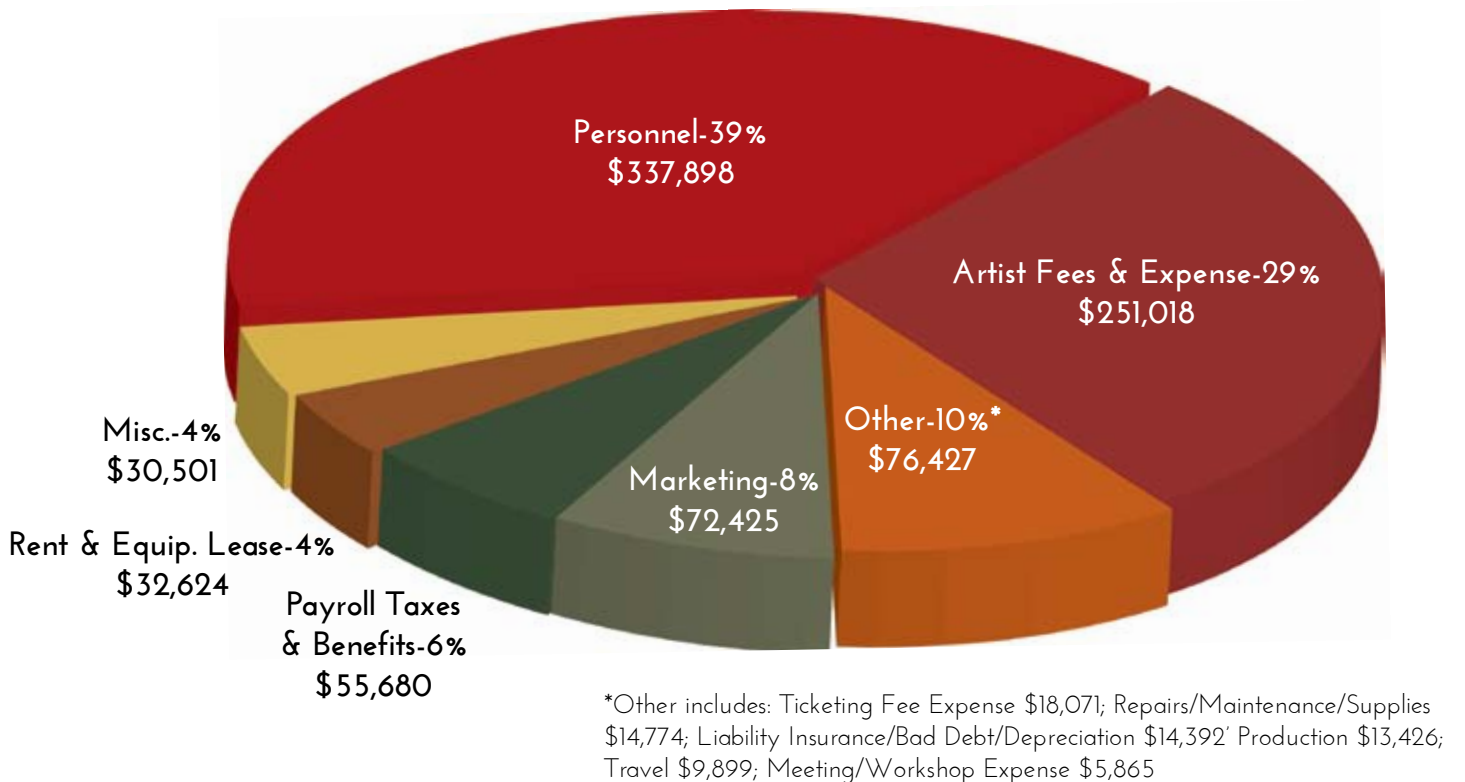
Students attended daytime performances at the Reif Center by world-renowned children's theater companies.



Revenue: \$907,921



Expenses: \$856,644



2015-2016 Performance Season

Event	Date	Venue	Attendance
Independent Film Series	Summer 2015	Showboat Landing	110
Jeff & Sheri Easter	8/15/15	Chisholm Auditorium	162
ForEverly Brothers	10/2-4/15	Hibbing Community College/Chief Theater, Bemidji/Aitkin High School	468
Rogue Valley	10/9/15	Edge Center for the Arts	63
Three Bridges	10/17/15	Grace Bible Chapel	153
Timber	10/18/15	Greenway Auditorium	197
I Am Jack	10/23/15	Greenway Auditorium	45
Sonya White	11/7/15	TimberLake Lodge	234
The Isaacs	11/14/15	Chisholm Auditorium	328
Unsinkable Women	11/24/15	Community Presbyterian Church	77
The Nutcracker	12/4-6/15	Greenway Auditorium	1146
Rock & Roll Xmas Spectacular	12/18/15	Greenway Auditorium	307
Wine Country Tales	1/9/16	TimberLake Lodge	47
Junie B. Jones	2/26/16	Greenway Auditorium	191
Artaria Quartet	3/10/16	Chucker Auditorium	116
Christian Howes' Southern Exposure	3/11/16	Chucker Auditorium	43
Shaun Hopper	3/15/16	Chucker Auditorium	85
Minetti Quartett	4/3/16	Chucker Auditorium	70
Charlotte's Web	4/8/16	Greenway Auditorium	321
Vocal Essence: River Songs & Tales	4/16/16	Edge Center for the Arts	217
James Sewell Ballet	5/4/16	Reif Center	215
Okee Dokee Brothers	5/6/16	Reif Center	493
Sammy Kershaw	5/7/16	Reif Center	438
Louie Anderson	5/26/16	Reif Center	202
Reif Dance Spring Show: Aladdin	6/10-12/16	Reif Center	1553
Great Northern Radio Show	6/18/16	Reif Center	484



The Reif Endowment Fund

The Grand Rapids Area Community Foundation (GRACF) is the official keeper of the Reif Center's Endowment Fund. Unlike our Annual Fund, which is an important part of our annual financial plan that accounts for nearly 10% of the Reif Center's annual budget, the Reif Center Endowment is a long-term fund that is intended to secure the future of the Reif Center.

There are many ways to contribute to our endowment. An outright gift of cash is usually simplest (you can pledge any amount and then pay what you want based on a schedule you decide), but other forms of giving are also welcome. Examples include securities (stocks or bonds), real estate, life insurance policies, appreciated property, artwork, or you can even make us a beneficiary of your retirement plan. There are many other ways to contribute, too, for folks of all income levels. Talk to your financial advisor, or contact the Reif Center or GRACF to learn about the best option for you.

Children's Performing Arts Series

Most of our students attend our daytime performing arts events from ISD 318, but an increasing number of students visit us from all corners of Northern Minnesota (some from 100+ miles away).

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5,227 The number of students who attended daytime performances in 2015-16.



Reif Dance

ENROLLMENT:	
Ballet	90
Jazz	79
Fundamentals	71
Tap	62
Modern	27
Adult	10
Boys	6
Company (Senior & Junior)	40
Summer Dance	43

Note: Total students by class is 428, but many students study multiple disciplines so actual enrollment was 196.

Performances	Sales	Attendance	Ave. Ticket
<i>The Nutcracker</i>	\$13,119.70	1146	\$11.45
Reif Dance Company Show	Cancelled Due to Renovation	• • •	• • •
Reif Dance Spring Show	\$17,573.56	1553	\$11.32
Total	\$30,693.26	2699	\$11.37

DANCE SCHOLARSHIPS

The Reif Center awarded 20 need-based scholarships (totaling \$8,570) during the 2015-2016 dance season. We also had 42 new dancers enroll in our Fundamentals program (pre-school, kindergarten, & 1st grade) that danced for free all year (\$12,316.50 in free tuition). These scholarships were instrumental in increasing enrollment, and we plan to continue this effort in future seasons.

SEWELL DANCE PARTNERSHIP

In 2015-2016, we continued our partnership with James Sewell Ballet (JSB) of Minneapolis. During this period, JSB provided instructors for our Summer Intensive; performed at the Reif Center; taught one week of master classes for all levels of Reif ballet students; and choreographed a piece for the Reif Dance Company Show. Reif Dance Company (RDC) members traveled to JSB studios for workshops and performed in JSB's Ballet Works performance at the Cowels Center in Minneapolis. Also a part of this partnership, James Sewell collaborates with Reif Dance staff as artistic advisor.



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