

LINCOLN THEATRE CENTER FOUNDATION

ANNUAL REPORT

FISCAL YEAR 2021: JULY 1, 2020 – JUNE 30, 2021



712 S FIRST STREET • MOUNT VERNON WA 98273

LINCOLNTHEATRE.ORG

Dear Lincoln Theatre Community:

As the incoming Board president, I am pleased to share this 2021 Fiscal Year report with you that reflects tremendous tenacity and perseverance of the Lincoln Theatre Foundation as we navigated through very uncertain times.

We began 2020 on a trajectory toward 1,000 members and \$1 million budget, only to have COVID-19 force us (along with other theatres) to close for a “long intermission” that spanned the entire fiscal year.

Through incredible hard work and long-term vision, we were successful in acquiring several grants (and forgiven PPP loans) which allowed us to keep all staff employed to this day. We also took the opportunity while “dark” to commit to significant improvements to the Front of the House for better traffic flow and a more welcoming experience at the Lincoln (construction commenced in early Fiscal Year 2021).

While we are still waiting to be in full swing with community events and sell-out shows, we cannot thank enough our dedicated members and donors who remained loyal and supportive of the Theatre during this challenging year. We continue to commit to being the jewel of the Skagit for ALL of the community and look forward to celebrating our centennial in just a few short years. In the meantime, hope to see you soon at the Theatre.

Elizabeth Walker, Vice President and Incoming Board President



Dear Friends, Supporters, and Community Members:

We are pleased to present the Lincoln Theatre's Annual Report for its 2021 fiscal year.

At the start of the pandemic we initiated a membership campaign with the catchphrase “Lather, Rinse, Renew 2020.” At that time, we thought COVID would just be an inconvenient few months. We should have known better than to put a date on anything. But looking back over the course of the last two years, “Shift, Flex, Adapt, and Repeat” might have been a better catchphrase. I think everyone has settled in to that routine ever since the pandemic entered our lives.

Arts nonprofits have needed to be especially nimble. Do you remember how many arts programs, not just here at the Lincoln, but all over the planet, were rescheduled, or moved online, or completely reimagined? I believe the Lincoln was among the most creative and quick-responding organizations anywhere, and we tried to communicate with the public about what was happening at their favorite Historic Theatre, while keeping our patrons safe.

While it was disappointing cancelling or rescheduling shows such as the Theatre Arts Guild productions of MUSIC MAN and FROZEN, MARTY STUART AND HIS FABULOUS SUPERLATIVES, the GOOD LOVELIES, and community events such as SKAGIT THEATRE CAMP and BREWFEST ON THE SKAGIT, a few things really stood out in Fiscal Year 2021.

It has been our most successful grant writing year ever. We've had tremendous financial support from Skagit County, the cities of Mount Vernon and Burlington, and hundreds of community members. Our staff has been keeping active with cleaning and remodeling projects; we came in third place in the National Sweded Film Competition; we won the Downtown Associations Spring Window display with a creative masterpiece. We've also kept busy planning our Front Of House COVID safety renovations and our first ever in-house live theatrical production of A CHRISTMAS CAROL.

All in all, a historic year for the Lincoln Theatre – a long intermission of sorts to be sure, but a positive time for renewal, rebuilding and safeguarding our place in the future of Skagit County.

Roger Gietzen, Executive Director



HIGHLIGHTS

On March 9, 2020, the Lincoln Theatre closed its doors to the public due to the COVID-19 pandemic. By July, the theatre was in full lockdown, with staff working from home or coming in individually to begin improving the space. Doors did not open again until October, under Phase 3 of the Washington State Reopening Plan, at 50% capacity.

Cardboard cutouts of famous people helped populate the theatre and socially distance the audience. Without the traditional downtown costume contest and trick-or-treaters, the Lincoln screened John Carpenter's remastered *Halloween* and Romero's *Night of the Living Dead* for a handful in attendance.

For a short time, audiences were back, paying homage to the loss of Sean Connery with *Dr. No* and *Goldfinger*. As pandemic infections rose, the safety of patrons continued to be our number one priority, pivoting to live streaming events like Celtic Yuletide, The Blind Boys of Alabama, the Mighty Wurlitzer Concert, and streaming films like *Some Kind of Heaven*.

With a spirit of hope, Lee Isaac Chung's *Minari* became the third highest attended film of the 20/21 season with 151 patrons over two weeks. Patrons began returning to the theatre with *Nomadland*, *The Truffle Hunters*, *Dream Horse*, and *In the Heights*.

Sweded Film Festival

In February 2021, the Lincoln Theatre staff participated in Rowhouse Films' nation-wide **Sweded Film Festival** with a submission filmed in the Lincoln Theatre called *Start Making Sense* — sending up the Talking Heads' concert film *Stop Making Sense*. We took the prize for 3rd place!



MOST ATTENDED FILMS

1. In The Heights
2. Nomadland
3. The Truffle Hunters
4. Minari
5. Dream Horse

1300 Buckets of Popcorn Sold
1250 Videos Rented

HIGHLIGHTS (CONTINUED)



POPCORN POP-UP
With Mayor Jill Boudreau

Popcorn Pop-Up

The **Popcorn Pop-Up** started in May of 2020 at the front entrance of the theatre—allowing community members to access our famous organic popcorn, pick up a Lincoln Theatre beanie or sweatshirt, and rent from our large collection of DVD and Blu-ray films.

The Popcorn Pop-Up's main purpose was to keep the public connected to the theatre—and the staff to our patrons, who were sorely missed.

BrewFest BEYOND the Skagit

The summer launched a “Lather, Rinse, Renew” Membership Drive, and transformed the 18th Annual BrewFest on the Skagit to **BrewFest BEYOND The Skagit**—allowing the community to safely attend their favorite breweries in Skagit County while supporting the Historic Lincoln Theatre.

The Lincoln's staff have worked tirelessly throughout the pandemic to keep the theatre in top shape: refinishing floors, restoring historic entryways, and working with the remodelers at TRICO on the renovation of the bathrooms and historic lobby.

The redesigned lobby now allows more room for social distancing, more women's bathroom stalls and an all-gender washroom. The improvements were possible thanks to federal and state grants, PPP Loans, CARES Act funding, and our devoted membership.

Attending a theatre is a communal experience, one that is best enjoyed in the company of friends (as well as strangers), who laugh, cry, and celebrate life.

Film and live event venues were the first to shutter their doors, and are the last to open. The need for safety has caused theatres to go out of business across the country. The staff of the Lincoln is resolute. This is not the first pandemic that the Lincoln Theatre has faced.

The Lincoln is supported by the Skagit Community through grants, community funding, memberships, and donations. We thank you, our members, for the ongoing support. We wish you, your family, and your loved ones health and peace.



VOLUNTEERS

Volunteer of the Year: Robert Wilson

Special Projects Volunteer of the Year: Mitch Larson

In Memoriam



Nikki Hamilton



"Stassy" Pacheco



"T" Thomas



Dale Hofland

Although this year we had to greatly reduce opportunities for volunteers, we continued to grow and make our volunteer program more robust. With shelter-in-place orders and the emerging need to make volunteering environments safe, we have made significant adjustments to our volunteer engagement strategies. With focus on recruitment, procedure improvements and safety, the Lincoln volunteer crew is more efficient than ever!

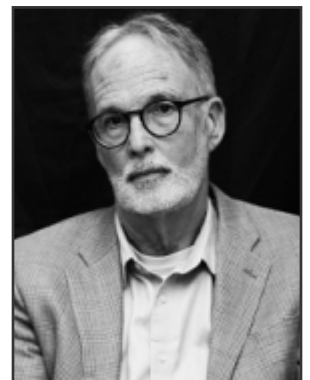
Brandy Young, Volunteer Coordinator

FINANCIAL REPORT

A Message From Our Treasurer

The 20/21 year was a financial strain that brought resilience. After the Lincoln leadership realized the possible continuation of COVID, we began searching for ways to provide arts and a sense of community while protecting the health of our patrons and staff. Our goal was to carry through our mission in the face of the pandemic, not just survive as an entity.

- We invested in technology to stream performances and meetings from the large, well ventilated auditorium with a total of 19 events between September 2020 and June 2021. Over \$10K in online contributions collected were split 50/50 with the artists that performed in the streaming events.
- We began renting the theatre for private screenings for small, family groups.
- When permitted, we began showing films to the general public which allowed us to "soft launch" the health and safety protocols for the patrons, staff and performers.
- In order to keep the Lincoln in the mind of the public, we offered popcorn sales and DVD rentals through our lobby. We lost money on the sales every month, but it provided an arts presence in Downtown Mount Vernon.
- Many of the opportunities we developed, such as streaming, have continued, bringing events like the Mount Vernon High School Jazz and Mariachi Nights to a full house of local family and friends, as well as streamed virtually to far away relatives of the performers.



Duncan West, Treasurer

FINANCIAL REPORT (CONTINUED)

LINCOLN LIQUIDITY

■ Operations

■ Preservation / Capital

FISCAL YEAR END ACCOUNT BALANCES

Operating

6/30/20: \$262,000

6/30/21: \$200,000

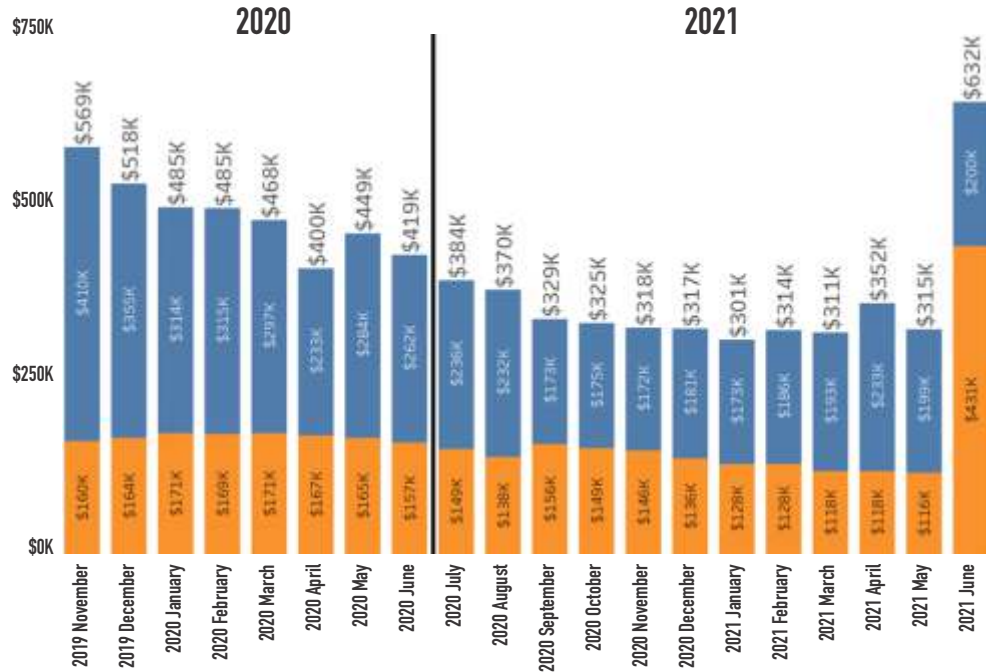
Difference: -\$62,000

Preservation & Capital

6/30/20: \$152,000

6/30/21: \$431,000

Difference: \$279,000



- June 2020 was a relative low point financially as sizeable PPP loans and SVOG grants were not available.
- June 2021 balances reflect loan and grant income marshalled to cover Front of House expenses.
- Not included in balance is a \$100,000 Skagit County grant administered by the City of Mount Vernon.

Fiscal Year 2021: June Snapshot

Box Office & Concessions

Memberships, Grants, Fundraising & Sponsorships

NET REVENUE

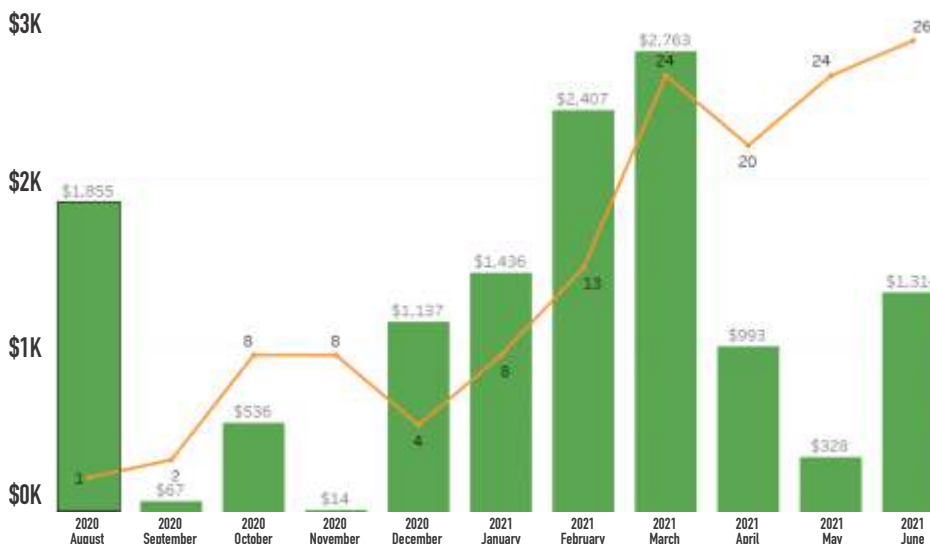
Net Overhead and Transfers

Ticket Liability

NET MARGIN

Revenue	Expense	Net
\$64,000	(\$53,000)	\$11,000
\$172,000	(\$3,000)	\$169,000
\$236,000	(\$56,000)	\$180,000
	(\$328,000)	
	(\$7,000)	

(\$155,000)



■ Net Margin

■ Shows

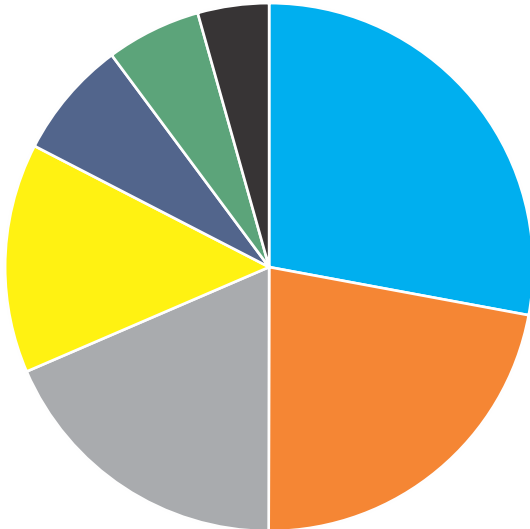
This graph shows the net margin (green line) and show counts (yellow line) each month.

The margin is variable.

Providing local art and a safe sense of community was paramount.

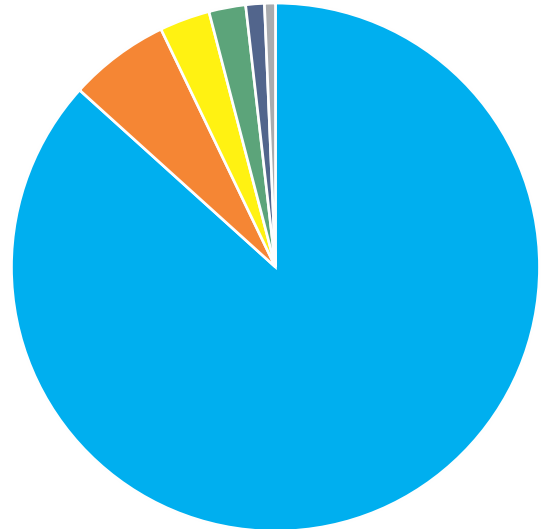
FINANCIAL REPORT (CONTINUED)

INCOME · Fiscal Year 2021 \$227,341



- FEDERAL + STATE GRANT SUPPORT
- INDIVIDUAL + BUSINESS SUPPORT / SPONSORSHIP
- MEMBERSHIPS
- TICKET SALES
- RENTAL INCOME
- CONCESSIONS
- CITY + COUNTY SUPPORT

EXPENSES · Fiscal Year 2021 \$378,780



- ADMINISTRATIVE OVERHEAD
- PROGRAM COSTS (FILM / CONCERT / ED.)
- TICKETING AND BOX OFFICE COSTS
- CONCESSIONS GOODS COST
- RENTAL EXPENSE
- MEMBERSHIP AND FUNDRAISING COSTS

EARNED INCOME

(TICKET SALES / CONCESSIONS / RENTALS)

2020
82%
\$695,423

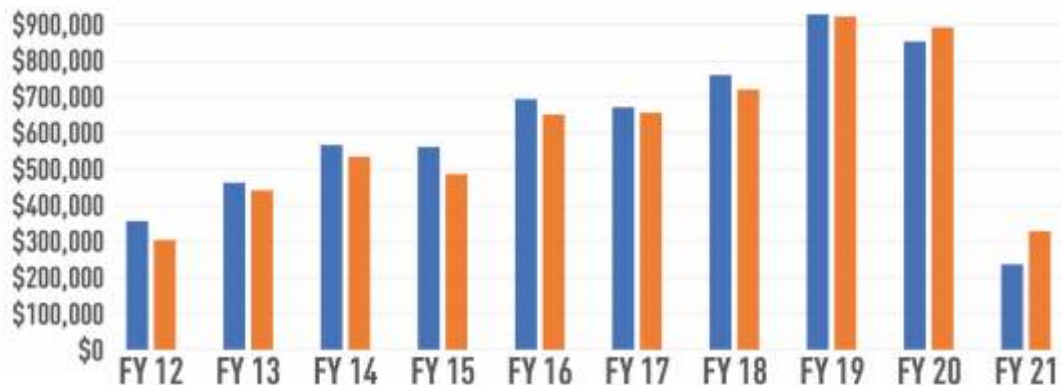
2021
27%
\$61,651

CONTRIBUTED INCOME

(GRANTS / DONATIONS / MEMBERSHIPS)

18%
\$157,735

73%
\$165,690



HOW DOES
THIS YEAR
COMPARE?

- REVENUE
- EXPENSES

It is the mission of the Lincoln Theatre to entertain, inform, and inspire our diverse community through cinema, live performance, and educational programs while preserving the historic Lincoln Theatre.



BOARD OF DIRECTORS FY 2021

Dan Bliven, President
Elizabeth Walker, Vice President
Duncan West, Treasurer
Nathan McGehee, Secretary
Susan Redd
Alice Collingwood
Margot Knuth
Carol Johnson

FOUNDATION STAFF

Roger Gietzen, Executive Director
Brandy Young, Public Communications Manager
and Volunteer Coordinator
Peggy Erickson, Finance Manager
Damond Morris, Development Director
Mike M. Marlin Jr., Production and Facilities Manager
Karl Freske, Operations Manager
David Austin, Projectionist
Clare Tatarsky and Cynthia Adams, House Managers