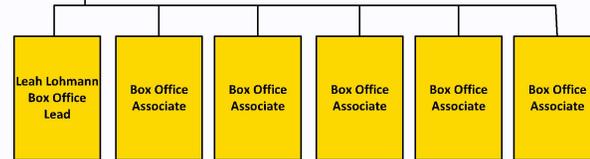
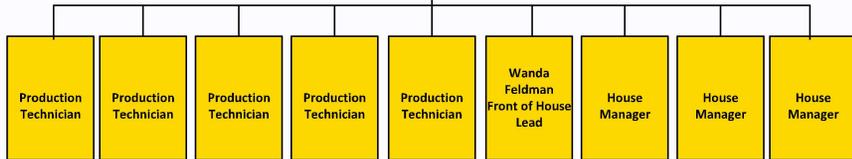




# Sheldon Theatre

Updated April 2019

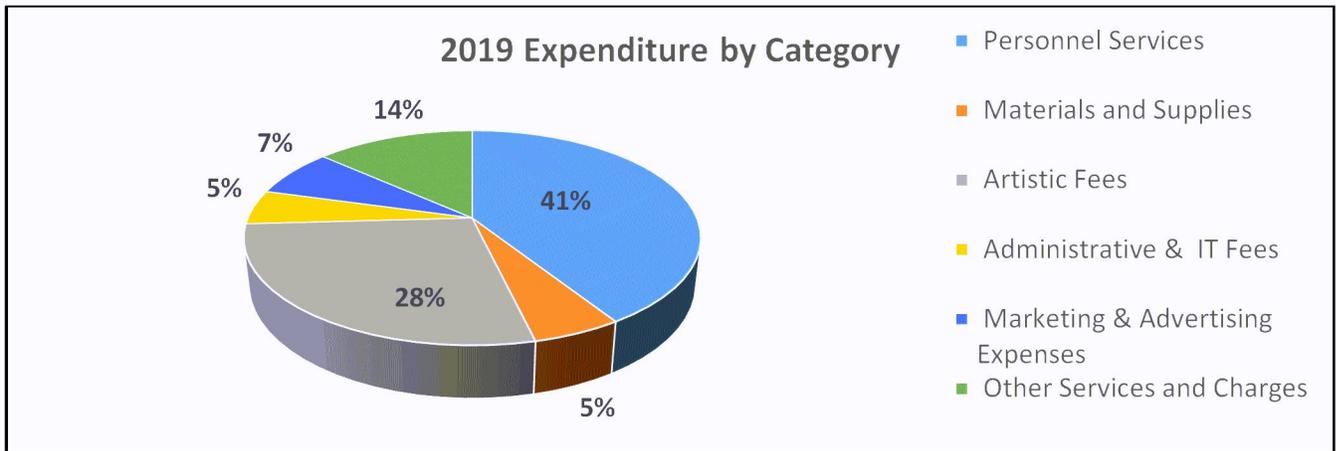


**SHELDON THEATRE**  
**SHELDON THEATRE OPERATIONS**

**Function:** Culture & Recreation  
**Director:** Bonnie Schock, Sheldon Theatre Executive Director  
**Fund#:** 810 (Agency Fund)  
**Activity#:** 454XX (Sheldon Theatre)

**Budget Summary**

<b>SHELDON THEATRE</b>	<b>Actual FY 2017</b>	<b>Actual FY 2018</b>	<b>Budget FY 2019</b>
<i>Full-Time Employees</i>			5.43
Personnel Services	\$ 377,693	\$ 382,828	\$ 412,192
Materials and Supplies	\$ 57,203	\$ 52,700	\$ 53,750
Artistic Fees	\$ 265,432	\$ 346,100	\$ 279,985
Administrative & IT Fees	\$ 48,047	\$ 50,772	\$ 52,500
Marketing & Advertising Expenses	\$ 77,711	\$ 90,000	\$ 73,100
Other Services and Charges	\$ 150,214	\$ 141,464	\$ 134,990
<b>Total</b>	<b>\$ 976,300</b>	<b>\$ 1,063,864</b>	<b>\$ 1,006,517</b>



**Purpose:**

The Sheldon Theatre entertains, educates, and enlightens the community and its visitors through the transformative power of the performing arts. The Sheldon serves as a cornerstone community partner, and a core asset in the cultural life of the entire region. Our primary purpose is to enhance quality of life for residents, making Red Wing a more desirable place to live and work, as well as to attract visitors as we provide an arts-based, year-round social and economic engine in our downtown.

### **Scope of Services:**

The Sheldon operating department is self-sustaining. *100% of operating budget (\$1.1 million in 2018) was generated from grants for Sheldon activities, dedicated endowment earnings, private donations, sponsorship, ticket sales, and other revenues earned through Sheldon activity.* The department offers the following overall services to the community.

- Provide **year-round presented touring performances that connect people to ideas, artists, cultures, one another, and themselves.** Performances represent a variety of genres and styles that would not otherwise be available locally, appealing to a broad cross section of the community. *35 - 45 national and regional events annually.*
- Offer a **supportive home for local production** in all performance genres, including professional facilities, expertise and infrastructure to foster learning and success. *10 – 20 local productions and events annually.*
- Infuse performing arts into everyday life through **relevant, diverse outreach and education classes, workshops, and events** in schools, social service organizations, and public spaces. *40+ events serving 4,300 residents in 2018.*
- Preserve, protect, and promote the unique **historic physical asset** that is the Sheldon.
- **Secure and manage financial resources** to sustain operations, in short and long term.
- **Communicate effectively at local and regional levels** to ensure events are well attended, drawing people to regularly enliven the downtown core. *20 – 25,000 annual audience and \$1.6 million local economic impact<sup>1</sup>.*
- **Represent Red Wing** as a national leader and positive example in the field of small-town arts-based community development.

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<sup>1</sup> Data drawn from *Americans for the Arts, Arts & Economic Prosperity* calculator, based upon estimates of patron dollars spent in local economy in excess of cost of ticket purchases.