

C O M M U N I T Y
Theatre
O F H O W E L L

Annual Report 2021-2022

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Christine Clinton-Cali
President/Operations/School
Liaison/Corporate Sponsors

Linda Peasley
Vice-President/Director
Search Main Stage/Civic
Groups/Chamber of Com-
merce/Box Office

Kim Carnahan
Treasurer

Susan Gronow
Secretary/Publicity and Mar-
keting

Brian Bickel
Technical Director

Lynda Bednarczyk
Materials Management/Mar-
keting and Publicity

Heather Douglas
Membership and Patrons

Dawn Eldred
Costume Director

TJ Rogers
All Stars/Youth Program-
ming/Summer Camp

Kevin Rogers
Vice-President/Director
Search Auxiliary Shows

Shannon Manning
Facility Scheduling/Master
Calendar

Cristian LaBar
Scholarships/Marketing and
Publicity

Chris Eldred
Website/IT

The purpose of the Annual Report is to memorialize the year and to share with our membership what was accomplished during the past twelve months. None of our accomplishments would have been possible without the generosity of a community that supports the work that we do. This includes our Patrons, our Corporate Sponsors, Volunteers, Members, Directors and Producers, Cast, Staff, Crew, and our Audiences. Without all of these individuals our shows would never hit the stage.

Patrons

Patrons are individuals who generously donate to our organization to help off-set cost of our productions, including tech upgrades, rent, insurance, carpet replacement and storage, as well as fund our scholarship program. Our thanks to our 2021-22 Patrons. Through the "patron campaign," individual donations, and "tip jar," our patron donations totaled \$5,356.25.

SUPPORTER

Aileen Arledge
Dave & Jill Collins
Michelle Gilmore
Wendy & Chuck Gould
Justina Schrock
Gabe Sheets
The Zilkowski Family

FRIEND OF CTH

The Bugeja Family
The Breidinger Family
Donna Douglas
Michael & Dawn Dunigan
Bruce Grotenhuis
The Halliday Family
Beth & Gary Heberlein
The Monro Family
Savannah Murray
The Pepperman Family
Geri Rauch
The Starkey Family
Joan Wilkinson

STAR

Gil & Mary Ellen Bazil
Kim & Amber Carnahan +
Dr. Sam Daniels Orthodontist
Louise DuFrense
Chris & Dawn Eldred
The Green Family
John & Becky Hess
The Hull Family

Peter & Shannon Manning
Marie Mayo
Tom & Tammy Meisel
Russ & Linda Peasley
Marlea Pfeil
The Swims Family
Ronald & Betty Wolford

ORCHESTRA CIRCLE

The Chan Family
Chestnut Development
Alyssa Friday
Herbert Linkner
Jack & Carol Shepard
John & Brenda Slep

DIRECTOR'S CIRCLE

Greg & Lynda Bednarczyk
Christine Clinton-Cali
Donna Mead *
Sally L. Reynolds

BENEFACTOR

James Clinton *
Cindy Warren

** In memory of Tom Cali
+ In memory of Garry Carnahan*

Membership

The Community Theatre of Howell is a membership organization and relies on Membership Dues to keep the organization financially sound. During the 2021-22 Fiscal Year we had 27 student memberships, 37 adult memberships, and 32 family memberships. Of those memberships, 37 were new members. Increasing membership will be the continued goal for the upcoming season.

Corporate Sponsors

Each year businesses in Howell support the Community Theatre of Howell through the purchase of advertisements in our programs as well as the donation of goods and services. This support from our community allows us to continue to produce shows for all ages at a cost that is affordable. Due to the COVID-19 cancellation of the second half of the 2019-2020 Season, CTH extended the sponsorship of our 2020-21 Corporate Sponsors into the 2021-2022 Season.

Spirit of Livingston
James D. A. Buttrey, Attorney at Law
Patrick Financial Group
WHMI "Mike and Jon in the Morning"
Chestnut Development, LLC
Charyl Stockwell Academy
Drs Fuhst-Wylie and Kahn, Family Dental
High Flyers Sports Arena and Gymnastics
Archer Huntley Financial Services, Inc.
First National Bank
MacDonald's Funeral Home
Maria's School of Dance
Akin-Akin Insurance Agency
Samuel Daniels, DDS

Snedicor's Green Earth Cleaners
RE/MAX Platinum, Heather Douglas
Dr. Gordan Niles, Orthodontics
Art Craft Display, Inc.
Bos Wealth Management
The Marketeer
Biggby Coffee, East Howell
RE/MAX: Mary Novak
Tomato Brothers
Champion Chevrolet
Aubree's Pizzeria and Grill
First Impression Printing
Kim Carnahan, Avon Representative

2021-2022 Mainstage

Well, we made through, somewhat, of a normal season. A fall, holiday and spring show took the stage. We did not have a winter show, which gave the HPS time to repair broken pipes and rebuild the stage damaged by flooding.

The fall show, *Bonnie & Clyde*, was faced with the numerous challenges. Our director resigned, due to copyright differences. This resignation had a ripple effect with the loss of our vocal director, choreographer, and AD. Luke Daniels stepped up to the plate for an amazing and profitable show. Tim Meixner and Maria Usher stepped in and helped with this success. Linda Peasley and Kim Carnahan co-produced. We also faced COVID challenges, several floods and a lightning strike. This show did only 4 performances as we eased back into live theatre.

In December of 2021, we were able to resurface *Elf the Musical, Junior*. Directed by Kevin Rogers and Produced by TJ Rogers, it was a huge hit with huge crowds and a hefty profit.

Flat Stanley was permanently shelved due to lack of interest, COVID concerns limiting student ability to attend daytime performances and needing time for stage repairs.

The Drowsy Chaperone took the stage in spring of 2022. This was directed by Rick Spangler and produced by Angela Otto. It was a terrific show that the audiences absolutely loved.

The 2022-23 Season looks to be back to our standard 4 show season!

2021-2022: Auxiliary Shows

Black Box

Due to COVID-19 all CTH Black Box programs were cancelled.

Howe'll Laugh Improv Troupe

Due to COVID-19 all CTH Improv programs were cancelled.

WCTH

Director: John Slemp Producer: Chris Clinton-Cali

A new Listener's Theater held auditions in November of 2021 for a Performance troop. Seven voice actors became a part of the troupe that performed a dramatic reading of A Christmas Carol which was presented to an audience at the Historic Howell Theater on December 18, 2021

Director: Dan Squires Producer: Linda Peasley

WCTH held auditions in December of 2021 for a Performance troop. Nine voice actors became a part of the troupe that performed 3 Radio Shows which were presented to an audience on February 6, 2022

Director: Peter Brown Producer: Theresia Rogers/Tina Thomas

WCTH held auditions in March of 2022 for a Performance troop. Eight voice actors became a part of the troupe that performed 2 Radio Shows which were presented to an audience on May 1, 2022



Box Office

During the 2021-2022 Season the Community Theatre of Howell sold 2927 tickets which included 76 Complimentary tickets. With one less show, our numbers are still below our pre-COVID ticket sales. Covid continued to have some impact on our ticket sales, but we are grateful to those that came out. We went back to our assigned seats and normal ticket prices. This was our second year with Audience View which has turned out to not be an easy system to navigate. After seeing a great presentation, via CTAM, of a new locally based ticket software system (LUDUS), we made the decision to transition again. The transition is happening this summer. This system is more user friendly, great support from their staff, less expensive and, again, locally based, instead of Canada.

Show	Comps	Presale	Door Sales	Total
Bonnie & Clyde (4)	26	556	93	675
Elf, Jr. (4)	26	1722	6	1754
Drowsy Chaperone (6)	24	417	57	498
Totals	76	2695	156	2927

Summer Camp

The Community Theatre of Howell hosted three Youth Summer Camps this year between July 11 and July 23. A morning and afternoon camp were offered for elementary students and an evening camp for Middle School and High School aged students.

The AM Day Camp was directed by Cassandra Hull and the PM Day Camp was directed by Katie Johnson. Both camps were produced by TJ Rogers. The registration of these performance-based camps filled quickly with 40 AM and 40 PM campers when camp opened. If success can be measured by the final product, *Musicville*, the show performed for a near full house of family and friends, demonstrates that the camp was a success. The hours of the Elementary camps were extended again this year to allow time for an additional educational component.

The Middle School / High School evening camp had three directors / instructors: Kevin Rogers, Susan Gronow, and Madison LeMieux. It was produced by Dawn Eldred. This year we had a total of 59 campers, the groups were divided by age giving us two middle school groups and one high school group. We had

40 middle school campers and 19 high school campers. They learned various theatre skills which include singing, dancing, character work, as well as team building, communication, and focus. The campers provided parents, family, and friends with a demonstration of their skills at the final performance. This camp was supported by many guest instructors who taught improvisation, make-up techniques, and audition skills.

2022-2023 Season

Merry Wives of Windsor

Directed by: Luke Daniels. Produced by: Linda Peasley

Audition Dates: June 1-2, 2022 Performances: August 19, 20, 21

9 to 5

Directed by: Luke Daniels. Produced by: Linda Peasley

Audition Dates: August 24-26 Performances: November 4-6 and 11-13

Murder on the Orient Express

Directed by: George Popovich Produced by: Kim Carnahan

Audition Dates: November 14-15 Performances: February 3-5 and 10-12

Tuck Everlasting

Directed by: Susan Gronow and Alyssa Friday Produced by: Katie Johnson

Auditions: December 2-3. Performances: March 14-19

Sound of Music

Directed by: Kevin Rogers Produced by TJ Rogers

Auditions: February 16-18. Performances: May 12-14 and 19-21

Volunteers

CTH continued to have an active volunteer base. We used tinyurl.com/volunteeratcth to post volunteer opportunities online. Susan and Nick Gronow created an easy-to-use web page to assist CTH in tracking volunteer hours, volunteers per show, volunteer interests, All-Star Points, and more.



Facilities

During the 21-22 Season, CTH suffered several losses due to flooding and an electrical strike. Damage to the stage floor, wing carpet, and theatre floor were repaired by HPS and CTH. Equipment losses included two projectors, HDMI cables and the sound system. These items were replaced through an insurance claim.

CTH also replaced the carpet in the green room during this fiscal year and upgraded our projectors.

Tech

This year posed several unusual obstacles in the tech area. Flooding in the auditorium plus a lightning strike to the school necessitated equipment repair/replacement, much of which occurred during the preparation for “Bonnie and Clyde”.

The projectors were replaced, along with new lenses, which allow for placement closer to the projection screen. We transitioned to a new lighting software and computer, which allows for more flexibility and lighting options. A new computer for sound, as well as a backup for either sound or lighting is in use. New ethernet infrastructure is in place which, along with one more run, will allow for all of our systems to be linked appropriately. Some power circuits were replaced/repared following the lightning strike. Tech equipment security has been upgraded. There are still a couple identified sound equipment issued which are under evaluation and will be addressed shortly. Some installation of tech equipment was completed, to provide more permanent placement. All of this work was performed by volunteers, who have greatly increased our available tech operators and leaders. Without those volunteers, CTH would not be where it is today.

Give Back Programs

AmazonSmile donations raised \$34.95. The Kroger Community Rewards program raised \$186.51

All Stars

On June 27 CTH hosted an “All Star” event at the Howell Opera House. We honored All Stars from 2020 and 2021. These included:

2021 ALL STARS:

Randy Green
Bill Harvey
Karalynn Johnson
Cristian LaBar
Louise Schroeder
Emma Schue
John Slemp
Dan Squires

Gloria Towns
Dolly Varney
Alexa Zielkowski

2020 ALL STARS:

Addison Burk
Nelson Hull
Erik Johnson

Sara Johnson
Peter Manning
Angela Otto
Sherry Phinney

Rich Schue
Jared Wensley
Andrew Wilson
Emily Wilson

In addition to the awarding of work shirts to newly inducted All Stars, arm patches were awarded to CTH volunteers with 60, 90, 120, 150 or more points.

Scholarships

CTH received two Scholarship applicants/recipients for 2020-2021. Madison LeMieux was awarded the CTH Current College Student Scholarship in the amount of \$500. Devin Douglas was awarded the CTH Graduating Senior Scholarship in the amount of \$500. Additionally, we had three applications for youth camp tuition scholarships. The Youth Council awarded two full youth camp tuition scholarships. We also awarded another full youth camp tuition scholarship with the Tom Cali Memorial Reach for the Stars Summer Theatre Camp Scholarship.

Youth Council

The CTH Youth Leadership Council continued to learn ways in which to develop their own teamwork/ leadership skills, as well as promoting all aspects of CTH. 1 member aged out, and 5 decided to not seek reelection to the council. We opened up applications in June 2021. Applicants were selected by the remaining council members after everyone was able to review the applicants. The returning council members then nominated/elected the new executive committee with Alexa Zielkowski being elected president. They are continuing to learn the proper ways to conduct meetings as well as the importance of structure, organization, prioritization, and teamwork. They have performed two bottle return drives as fundraisers, as well as being instrumental in the planning, and execution of the winter fundraiser Stage to Stage, which was a rousing success and held at the Historic Howell Theater. They also represented CTH at the Howell Walk to End Alzheimer's event in June 2022. Due to fundraising efforts, they were able to fully fund two CTH Youth Summer Camp scholarships for children in need of financial assistance to attend camp. At the end of the season, a new council was formed with new applicants to fill spots of non-returning members (one youth aged out, and one resigned early in the year), and a new executive committee was formed with Alexa Zielkowski re-elected as President



Marketing

The marketing committee utilized posts on Facebook and Instagram to raise awareness and promote shows. We ran 19 ads on Facebook and Instagram which had paid reach of almost 50,000 people and resulted in over 111,000 impressions (the number of times our ads reached a screen). Our Facebook followers has grown about 11% over the past season (from 2,199 as of July 5, 2021 to 2,499 as of July 5, 2022). We have 508 Instagram followers as of July 2022. Compared to the 2021 season, our activity and reach is up substantially. Below are two charts that illustrate the Facebook activity on the Community Theatre of Howell page.



Website Traffic

The website is used to support shows and events during various stages of production including audition information and links to ticket sales. We also use the site for Theatre Camp registration and tickets for our winter fundraiser. Total revenue for both events was just over \$31,000. Website traffic was up significantly year over year.



visits

Jul 1, 2021-Jun 30, 2022 • 25,735 Total +77% yr/yr

Weekly

