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Western Arts Alliance

FYE 2008 Annual Report

*Program Highlights, Activities and
Financial Statements for the 12 months ended
June 30, 2008*



Celebrating 40 Years: 1967 – 2007

Western Alliance of Arts Administrators Foundation *dba*

Western Arts Alliance

FYE 2008 Annual Report

Introduction

This report describes the mission, programs, membership totals, finances, and activities of the Western Alliance of Arts Administrators Foundation for the period of July 1, 2007 – June 30, 2008. If you have any questions, or would like more information, please contact the office.

Mission

The mission of the Western Alliance of Arts Administrators (WAA) is to inform, strengthen, and advance the viability of quality performing arts presenting in the Western Community.

Services

WAA promotes and strengthens the quality of performing arts presenting and touring in the West. Members include college and university presenters, arts service organizations, state arts agencies, artist-run spaces, community cultural centers, alternative presenters, artists and artist managers. WAA provides a marketplace, professional development, information services, professional networking, advocacy, and referrals for the field.

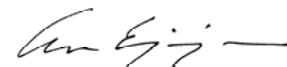
Commemorating WAA's 40th Anniversary

Note: The 2007 40th Anniversary Conference took place in the fiscal year 2008. The following welcome letter appeared in the Conference Brochure.

This is an extraordinary year for WAA. We are celebrating 40 years of presenting, touring, and service. Since 1967, WAA has changed and grown. People—friends, colleagues, innovators, and leaders—have come and gone. But what remains is community—a community we have come to count on for inspiration, ideas, discovery, and renewal.

It is no coincidence that we are celebrating this anniversary as WAA launches a new conference structure and program. The new Commons is a relaxed, comfortable, and intimate approach to exhibiting. Performance West features full length works in a public performance. And there are new opportunities to get to know artists and their work. Our goal for these changes is to ensure that WAA is as successful, influential, and relevant for the next forty years as we have been the last forty.

While you will find much new in the 2007 Annual Conference, our core mission as a performing arts marketplace remains: convening artistic leadership to engage in commerce, discovery, professional enrichment, and the exchange of ideas in a stimulating environment. Western Arts Alliance is a resource for artists, agents, arts leaders, and presenters. We each bring our own agenda, bound by friendship, a love of the art, a commitment to community, and a faith in the transformative power of performance.



Aaron Egigian, President

Staff (as of June 30, 2008)

Timothy Wilson, Executive Director
Laura Ricker, Conference Manager
Robin Mullins, Membership Services &
Communications Manager
Chelsea Maricle, Administrative
Assistant

Contractual Support

Sue Endrizzi, Professional
Development Coordinator
Nancy Church, CPA, Bookkeeper
Connie Lane, Showcase Production
Manager

Board of Directors (as of June 30, 2008)

President

Aaron Egigian (2008)

Vice President

David Fischer (2008)

Secretary/Treasurer

John Haynes (2009)

Immediate Past President

Myron Martin (2008)

Directors

Itzik Becher (2008)

Cory Baker (2010)

Marc Baylin (2010)

Nancy Christensen (2009)

Romana Jaroff (2009)

Lindsey Nelson (2008)

Harold Norris (2010)

Michael Reed (2010)

Todd Walker (2010)

Year in parenthesis = end of term

Membership Report – FYE 2008

Between July 1, 2007, and June 30, 2008—WAA’s membership fell 14 percent. WAA had 536 members at the end of FYE2008 compared to 620 at the end of FYE2007. By category, Presenter membership is down 4 percent or eight members. Artist/Manager membership is down 19 percent or 62 members. The abrupt change in Artist/Manager membership is largely a result of the conference moving from Los Angeles to Seattle. Many producing organizations and agencies based in Southern California joined in 2007 to exhibit in Los Angeles, and then let their membership lapse as the conference moved to Seattle.

Categories of Membership

- **Presenter.** An organization presenting performances.
- **Artist/Management.** An organization or business representing one or more touring performing artists or attractions.
- **Associate.** An organization or individual facilitating, funding, or supporting the presentation of the performing arts or offering courses in the performing arts. Includes foundations, state arts agencies, and arts service organizations.
- **Consultant/Vendor.** An agency, business, or individual providing services and/or products related to the performing arts.
- **Individual.** Open to individuals not employed by or contracted to a presenting organization, artist, artist manager, consultant/vendor or associate member.
- **Secondary.** An individual from a current organizational member that receives an additional directory listing, website privileges, and separate mailings.
- **Honorary.** Honorary members include Members Emeriti.

Dues Schedule and Membership Detail

WAA uses a tiered schedule that assesses dues based on the fees paid to—or earned by—artists. Presenter dues factor in fees paid to touring performers and ensembles during the most recently completed fiscal year. Artist/Managers calculate dues on revenues earned from touring. We define touring revenues in the following ways:

- for an artist – gross fees contracted for performances and related activities (such as residencies) 50 miles or more away from home;
- for a manager/agent– gross fees on which commissions are computed; and
- for a fee-based manager – gross fees contracted by artists under management for performances and related activities (such as residencies) 50 miles or more away from the artist’s home.

The following chart details the dues schedule and membership levels as of June 30 for fiscal years 2008 and 2007.

Presenters	Dues	2008	2007
<u>Artist Fees Paid</u>			
Up to \$49,999	\$275	62	64
\$50,000 - \$299,999	\$400	86	93
\$300,000 and above	\$600	51	50
Subtotal		199	207
Artist/Managers			
<u>Revenue from Touring</u>			
Up to \$99,999	\$275	156	221
\$100,000 - \$999,999	\$400	91	84
\$1,000,000 and above	\$600	25	29
Subtotal		272	334
Other Categories			
Associate Member	\$375	23	25
Consultant/Vendor Member	\$400	7	10
Secondary Member	\$100	21	26
Individual Member	\$125	2	4
Honorary	n/a	12	14
Subtotal		66	78
TOTAL		536	620

FYE 2008 Financial Statements

The financial statements on the following page are excerpted from the Western Alliance of Arts Administrators Foundation’s 2008 and 2007 audited financial statements. For a complete and full view of WAAF’s financial position as of June 30, 2008, readers should consult the *Report on Audit of Financial Statements* by Kern & Thompson LLC, Certified Public Accountants. The complete audit report is available upon request.

WAAAF Statement of Financial Position, as of June 30, 2008 (w/2007)

ASSETS	2008	2007
Cash and cash equivalents	\$ 244,248	\$ 296,559
Grants and contracts receivable	30,000	30,000
Accounts receivable	- 0 -	- 0 -
Prepaid expenses	21,016	15,594
Deposits	- 0 -	2,061
Furniture and equipment, net	<u>21,868</u>	<u>18,687</u>
TOTAL ASSETS	<u>\$ 317,132</u>	<u>\$ 362,901</u>
<u>LIABILITIES</u>		
Accounts payable	\$ 10,330	\$ 8,729
Vacation payable	12,568	13,534
Deferred conference revenue	190,728	267,279
Capital lease obligation	<u>- 0 -</u>	<u>777</u>
TOTAL LIABILITIES	<u>\$ 213,626</u>	<u>\$ 290,569</u>
<u>NET ASSETS</u>		
Unrestricted:		
Operating	\$ 43,506	\$ 12,328
Designated by Board for Willis Fund	<u>30,000</u>	<u>30,004</u>
Total unrestricted	<u>73,506</u>	<u>42,332</u>
Temporarily restricted	<u>30,000</u>	<u>30,000</u>
TOTAL NET ASSETS	<u>103,506</u>	<u>72,332</u>
TOTAL LIABILITIES AND NET ASSETS	<u>\$ 317,132</u>	<u>\$ 362,901</u>

WAAAF Statement of Activities for the 12 months ended June 30, 2008 (w/ 2007)

CHANGES IN UNRESTRICTED NET ASSETS

Support and revenues:	2008	2007
Contributions	\$ 71,782	72,663
Membership dues and fees	183,904	181,368
Registrations	368,573	339,198
Sales	48,295	49,290
Other Income	<u>55,277</u>	<u>49,494</u>
Total unrestricted revenues	727,829	692,013
 Expenses		
Program services:		
Conference	\$ 404,805	397,347
Professional development	17,134	35,036
Information/membership services	<u>143,261</u>	<u>132,159</u>
Total program services	565,200	564,542
Supporting services:		
Management and general	119,330	125,238
Fund raising	<u>12,125</u>	<u>12,524</u>
Total supporting services	<u>131,455</u>	<u>137,762</u>
Total expenses	<u>696,655</u>	<u>702,304</u>
INCREASE IN UNRESTRICTED NET ASSETS	<u>31,174</u>	<u>9,709</u>
 CHANGES IN TEMPORARILY RESTRICTED NET ASSETS		
Foundation Grant	- 0 -	25,000
Net assets released from restrictions	<u>- 0 -</u>	<u>(20,000)</u>
INCREASE IN TEMPORARILY RESTRICTED NET ASSETS	<u>- 0 -</u>	<u>5,000</u>
INCREASE IN NET ASSETS	<u>- 0 -</u>	<u>14,709</u>
NET ASSETS, BEGINNING OF YEAR	<u>72,332</u>	<u>57,623</u>
NET ASSETS, END OF YEAR	<u>\$ 103,506</u>	<u>\$ 72,332</u>

2007 – 2008: Major Events and Accomplishments

Administration

- ◆ After working as WAA's Administrative Assistant for a year, Julie Collura accepts a position in the Music Library of the Oregon Symphony. Joel Mathews assumes the position following the Los Angeles Conference. In October, WAA Bookkeeper Tee McDonald announces her intent to leave by the end of the year (to be the office manager at David Kerr Violin Shop). In December, Nancy Church, a CPA specializing in nonprofit accounting steps in.

Board

- ◆ At the 2007 Annual Meeting, the membership elects Renae Williams, Secretary/Treasurer; and Cory Baker, Marc Baylin, Harold Norris, and Michael Reed, Directors.
- ◆ The WAA Board selects Long Beach as the site of the 2010 Conference. The headquarters hotel is the Hyatt Regency Long Beach; exhibits are set for the Long Beach Convention and Entertainment Center.

Budget and Finance

- ◆ Unrestricted Revenue for the fiscal year ending June 30, 2008 is \$727,829; expenses of \$696,655 net WAA \$31,174. Revenue for the year is up 5 percent over the previous fiscal year.
- ◆ In the spring of 2008, WAA begins a process to select a new auditor based in Portland, Oregon. A request for audit services was sent to five firms of various sizes. In July, WAA selects Kern & Thompson LLC, Certified Public Accountants.

Conference

- ◆ WAA holds its 40th Annual Conference, August 27 – 31, 2007, at the Millennium Biltmore Hotel in Los Angeles, California, Total paid attendance is 925— up slightly from 2006. Registration includes 553 artist/managers and consultant/vendors, and 405 presenters and associate registrations.
- ◆ The Commons (formerly "Resource Room") features a more open and free-flowing layout, new exhibit options, a comfortable salon complete with a cafe, and more accessible hours.
- ◆ The 40th Anniversary Conference features two keynote plenary sessions featuring celebrated artists. Renowned violinist, teacher, and dedicated arts advocate Midori gives the opening Keynote Address. The closing session features the choreographer, character and bon vivant, Mark Morris in lively conversation with Robert Cole.
- ◆ WAA premieres Performance West. Eleven acclaimed artists. Three fabulous venues. One night only. WAA's new festival within the conference is our latest innovation: three evening-length public programs produced in partnership with The Colburn School, Grand Performances, and REDCAT. Highlights include performances by Kronos in concert with Wu Man, Grammy winning composer and jazz pianist Billy Child, and The Colburn School's own Calder Quartet.
- ◆ The 2007 Juried Showcase takes place at Bernard's Cabaret in the Biltmore, REDCAT Theater, the Los Angeles Public Library's Taper Auditorium, and Zipper Hall at The Colburn School. Twenty artists are featured.
- ◆ WAA presents the 2007 Jerry Willis Award to Michael and Theresa Holden; the 2007 Betty Connors Award to Terry Yagura; and the 2007 Darlene Neel Mentoring Award to Steve Lorian.
- ◆ In December 2007, WAA staff joins colleagues from the Midwest Arts Conference and Performing Arts Exchange for a meeting in Atlanta, Georgia. The agenda includes calendaring future conferences, expanding cooperation, and general issues, trends, and forecasts.

Fundraising and Sponsorship

- ◆ The National Endowment for the Arts awards Western Arts Alliance a \$25,000 grant to support conference changes and events taking place as part of the 40th Anniversary Conference in Los Angeles, California.
- ◆ Conference Sponsorship and contributed income is \$71,782; 10 percent of unrestricted revenue for the year.

International Outreach

- ◆ In November 2007, WAA Executive Director Tim Wilson travels to Mazatlan, México as a guest of Delfos Danza Contemporánea. Delfos expresses interest in hosting a retreat for WAA members.
- ◆ In February 2008, Wilson attends the 8th Australia Performing Arts Market (APAM) in Adelaide, South Australia, as a guest of the Australia Council. The biennial conference is entirely about seeing work, talking about art, and networking. The delegation of 450 includes 170 international guests (a mix of producers, agents, presenters, and arts administrators).
- ◆ In March, Wilson attends B.C. Touring Council's 2008 Pacific Contact in Burnaby, British Columbia. Wilson participates in *International Presenters Day* and offers individual consultations.

Membership/Communications

- ◆ See page 3 for the membership report.

Professional Development

- ◆ Forty artists and company representatives attended Performing Arts Touring 101 a preconference outreach workshop in Los Angeles. The seminar was sponsored by the LA Stage Alliance and speakers included Renae Williams (The Music Center), Rachel Cohen (Cadence Arts Network) and Greg Reiner (The Actors' Gang).
- ◆ WAA incorporates "Artistic Threads" into the conference program. Sessions include talks with Billy Childs, The Calder Quartet, and David Harrington of Kronos in conversation with Mark Swed, Music Critic for the Los Angeles Times.
- ◆ Highlights of the Conference Professional Development Program include: *The Changing Dynamic of World Dance*, with Michael Alexander, Spider Kedelsky, and Anthony Shay; *Arts in Healthcare*, with Michael Blachly and Elizabeth Auer of University of Florida Gainesville and Robert & Rebecca Bluestone; *The Next Generation of Arts Patrons- YoCos*, a panel led by Steven Rogenstein, LaPlaca-Cohen; *Keeping it Legal-Arbitration, Mediation & Alternative Dispute Resolution*, with Brian Taylor Goldstein, FTM Arts Law, Ingrid Kidd Goldfarb, mediator, and Michael Powell, American Arbitration Association; and *World Music: Tradition to Innovation*, with Tom Schnabel, KCRW, Dan DeWayne, California Worldfest, and Yatrika Shah-Rais, Skirball Cultural Center.

Willis Fund

- ◆ The Willis Fund balance is \$34,396 as of June 30, 2008.



Exhibits in the Millennium Biltmore Hotel's Crystal Ballroom, August 2007. The Commons, WAA's new exhibit hall, has 221 exhibitors. This is the first conference in more than 15 years where exhibits are located in the host hotel.

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Published August 2009 by the
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Western Arts Alliance
Annual Conference

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Long Beach, California
August 30 - September 3

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