

EXECUTIVE SUMMARY

In October 2017, a new board was elected for Theatre Cambrian. The new board has assumed the role of a management board and has the support of one staff person who works with the theatre in the role of office management and business development.

The new board has a mix of experienced business minded people with varied backgrounds in business development and marketing, finance, event planning, fundraising, community development, social services and technical theatre. The board is currently lead by interim President Derek Young who provides leadership to the board in their decision making and is encouraging the board to function at “enterprise level” something that has been instilled in him through his work with the President’s Choice Super Dogs who are celebrating their 40th anniversary this year.

Since October, the board has made some significant improvements to its daily office management and financial accounting systems. The board has made decisions such as listing the building for sale at 40 Eyre St, developing new community partnerships, enhancing the patron experience and implementing a new accessible ticketing system for online and real time ticket sales. These decisions mean that the theatre company is in a much better position to rebuild its reputation in the community, grow our audiences, reinvest back into the arts community and demonstrates long term sustainability for the organization, so that many more young people will continue to grow up on our stage.

Over its 33 year history, Theatre Cambrian has done and continues to do good work. It’s been a training ground and a starting block for many young people who are interested in theatre and pursuing a career in the arts and for other folks who might just be interested in theatre as a hobby. Some of these people include Lisa Humber who now works as a stage manager for Mirvish in Toronto and Alessandro Constantini, founder and artistic director of YES Theatre, who was recently recognized with the award for Emerging Artist at the Mayor’s Celebration of the Arts. Bette Burke, a long time patron of Theatre Cambrian (and her Burkettes) have said to us “We have seen many kids grow up on that stage” that is why Theatre Cambrian is important to the cultural fabric of our community and why we are seeking a “hand-up” from council.

The board recognizes that missteps were made at Theatre Cambrian and perhaps emotions may have factored into some decision making, however, the new board of management is committed to righting the ship at Theatre Cambrian.

Moving forward, we will produce shows like Oliver and Wizard of Oz, which proved TC can be financially viable. As we look ahead we have extended our season, which will include the Addams Family Musical running from November 15 to 25, 2018 at the Sudbury Theatre Centre. Oliver was a large cast with many families participating, on budget, a familiar story, and grossed over \$45,000 in earned revenue with a net profit of \$30,000. Community supporting their own

community is a key factor for successful ticket sales and putting more bums in seats. Our decision making and thought process demonstrated that the community theatre model combined with fact based, sound decision making will make Theatre Cambrian a viable theatre company and can be returned to its glory days with your support.

Looking ahead, Theatre Cambrian has started to liquidate its surplus wardrobe assets, some of which have been acquired by organizations such as Sudbury Burlesque and YES Theatre. We are in discussions with the Sudbury Theatre Centre and William F. Whites International in the film business to acquire surplus sound and lighting assets. We also have an opportunity to make significant technical upgrades to the Sudbury Theatre Centre, which will help make their venue more viable and attractive to outside user groups.

Theatre Cambrian has secured dates with the Sudbury Theatre Centre for their main stage productions which will run on a calendar starting February 26, 2019 and is working towards securing additional 2019-20 dates for upcoming productions as we build up to our 35th anniversary. Arrangements have been being made with the Lexington Hotel to host our dinner theatre program, which will include overnight stay and play tourism packages and the possibility of rehearsal and administrative space.

We are seeking your support and investment in Theatre Cambrian to assist us on our Road to Recovery and The Next Act, which is outlined in the business recovery and fundraising plan. Your support will give Theatre Cambrian a clean slate to help with its debt recovery and the sale of the building will allow us to drastically reduce our overhead expenses while continuing to make investments in the community and seek out new partnership opportunities.

We thank you for your support and look forward to hearing your recommendations and working with you ensure that Theatre Cambrian continues to be an important part of Greater Sudbury's cultural landscape.