PPAF

Prescott Park Arts Festival

ON THE WILCOX® MAIN STAGE

2023 SPONSORSHIP REPORT

Thank you for sponsoring Prescott Park Arts Festival for the 2023 season.

Your generosity enabled us to offer high-quality music, movies, dance, and musical theatre to everyone in the community, regardless of their ability to pay.

We are grateful that you are a part of the Festival Family!

Season Overview

The artistic success of the 2023 season was a result of a time-honored approach that makes the Festival the beloved community fixture that it is: **high-quality performances that bring together a mix of audience favorites and new up-and-comers, collaborations with other local organizations, and support - both financial and otherwise - from our patrons and our partners in the generous Seacoast business community (that's you!).**

The season began with a rainy, chilly Chowder Festival on June 3, returning for the 36th time, but the first since 2019. The event was a sellout success and the weather turned out to be a sign of things to come for Summer 2023, the rainiest on record for our region. Over half of our summer musical performances were either rained out completely, interrupted by weather, or held as scheduled but with much smaller audiences than normal due to mist, rain, chilly temps, and the threat of severe weather.

While the full financial impact of this rainy summer won't be fully clear until we reach our fiscal year-end in December, we know that all revenue lines related to crowd-size were significantly lower than expected, i.e. gate donations, concession sales, merch sales, table, blanket and Best Seat in the House reservations. The timing makes it doubly challenging with the Festival, like arts organizations around the country, still working to build back audiences and attempting to move beyond the impacts of the pandemic.

Truly what carried us through is the bedrock of generous support that we receive from you, the Festival's beloved sponsors! You play an enormous role in our ability to bring the entire community together - regardless of financial capacity - to experience the joy of live performance.

Thank you! We appreciate you.
We're looking forward to partnering with you to ensure a memorable 50th anniversary season truly fitting of the Festival.

Audience Members at Galactic featuring Anjelika Jelly Joseph in July 2023. Photo by LJ Elitharp.

Béla Fleck, My Bluegrass Heart. Photo by Ron St. Jean.

2023 by the Numbers

WE CONTINUE TO GROW IN MANY WAYS.
JUST LOOK AT THIS SIDE-BY-SIDE COMPARISON OF 21/22/23

	2021	2022	2023
ATTENDEES FESTIVAL PERFORMANCES & EVENTS	75,000	100,000+	110,000+
ARTISTS EMPLOYED NATIONALLY TOURING & LOCAL	200	280 (87 LOCAL)	460 (290 LOCAL)
FAMILY-IN-NEED PASSES FREE PASSES DISTRIBUTED TO OUR NONPROFIT PARTNERS PROVIDING DIRECT SERVICES	200+	500	700+
MUSICAL PERFORMANCES CHARLIE BROWN IN 2021 FOOTLOOSE IN 2022 LITTLE SHOP IN 2023	19	21 PLUS 6 CANCELLATIONS (4 COVID/2 WEATHER)	22 PLUS 4 WEATHER CANCELLATIONS
CONCERTS NATIONALLY TOURING AND LOCAL	17	23 4 W/ EVENING SPONSORS	25 2 W/ EVENING SPONSORS
MOVIES 3 W/CLOSED CAPTIONING IN 2022 4 W/ CLOSED CAPTIONING IN 2023	9	8 PLUS 1 WEATHER CANCELLATION	8 PLUS 1 WEATHER CANCELLATION
CAMP ENCORE! SESSIONS FOR ASPIRING PERFORMERS AND TECHNICIANS AGES 7-17	3 W/ 6 PERFORMANCES	4 W/ 8 PERFORMANCES	3 W/ 6 PERFORMANCES
STUDENTS SERVED AGED 7 - 17	80+	120+	150+
COMMUNITY SHOWCASES LOCAL PERFORMING ARTS ORGANIZATIONS	2	6 PLUS 2 WEATHER CANCELLATIONS	11 PLUS 1 WEATHER CANCELLATION
SPONSORSHIPS SEASON SPONSORS	57	71 INCLUDING EVENING SPONSORS	83 PLUS 32 ADDITIONAL EVENT SPONSORS

Chowder Festival. Photo by LJ Elitharp.

Little Shop of Horrors. Photo by Ron St. Jean.

Danielle Ponder. Photo by Ron St. Jean.

The Heavy Heavy. Photo by Ron St. Jean.

SPECIAL EVENTS, THE MUSICAL, AND CONCERTS

- **The 36th 97.5 WOKQ Chowder Festival**
  - presented by Avery Insurance
- **Little Shop of Horrors**
  - presented by Service Credit Union
- **The River House Restaurant Concert Series**

On the Wilcox Main Stage

Following a three-year hiatus caused first by the pandemic and then by the subsequent Covid-related staffing challenges faced by our partner restaurants, the **97.5 WOKQ Chowder Festival, presented by Avery Insurance**, came back strong with **12 restaurants, eight sponsors, and over 1,200 total attendees (a sellout crowd!).** Two Seacoast bands provided live music and the overall community feel of the day was bolstered by the event falling on the same day as the Grand Parade for the Portsmouth400 celebration. A huge shout-out and sincere gratitude to our newly formed *Young Professionals Group* who successfully led the charge in recruiting restaurant partners and in securing another six sponsors in addition to Avery as presenting sponsor!

***Little Shop of Horrors*, presented by Service Credit Union**, received overwhelmingly positive reactions, from media reviews to direct patron feedback. A frequent commentary revolved around the high level of talent of both the cast, musicians, lighting, and the rest of the crew. Countless audience members, including several with backgrounds in set-building, commented on the beauty of the set, designed and built in collaboration with **Ogunquit Playhouse**, and the professionalism of the props and puppeteering that brought Audrey II to life.

The River House Restaurant Concert Series featured 25 concerts, the majority of which were led by internationally and nationally touring acts. As always, diversity of performers is a major focus from the bluegrass and banjo virtuoso, Béla Fleck, to indie rock faves, The Tallest Man on Earth and Hiss Golden Messenger, to country artists like 49 Winchester and American Aquarium, to the R&B and soul of Thee Sacred Souls, Celisse, and Allen Stone. Including the three festivals (Countryfest, Jazz Festival, and the Hear Me Roar Festival) and the Shaw Brothers tribute concert, the series also showcased **more than 20 local and regional artists and bands.** The season-ending Shaw Brothers tribute concert was both a financial success and a touching ode to beloved community icons, Ron and Rick Shaw, who played in Prescott Park every summer for decades in the Festival's early years.

Galactic featuring Angelika Jelly Joseph. Photo by Ron St. Jean.

MOVIE NIGHTS, ACCESSIBILITY, AND CAMP ENCORE!

- **Movie Night Series**
  - presented by Wentworth-Douglass Hospital
- **ASL-supported performances and Closed Captioning**
  - made possible by Liberty Mutual Insurance & The Fuller Foundation
- **Camp ENCORE!**

On the Wilcox Main Stage

ASL Interpreters for Little Shop of Horrors.

Camp ENCORE! Photo by Grace Rohde.

Wentworth-Douglass Hospital returned to sponsor what was an exciting **Movie Night Series** that included eight (8) family-friendly films. The largest crowd of the summer came to see *Top Gun: Maverick* on the big screen and many families with kids braved the wet, misty weather to see the Pixar animated feature, *Inside Out*. Four of the summer's films included closed captioning, part of the Festival's continued efforts at increased accessibility.

In addition to those four movies, the **Festival's accessibility efforts** included four (4) American Sign Language (ASL)-supported musical performances, one (1) ASL-supported concert, one (1) sensory-sensitive performance, offering large print program books along with a digital version, all thanks to the generous support of **Liberty Mutual Insurance** and **The Fuller Foundation**. The Arts Festival also helped to successfully advocate for the parking lot closest to the Memorial Bridge to be converted to an accessible parking lot complete with 16 ADA spots for all Festival performances.

Camp' ENCORE! in *The Music Man Jr.* Photo by Grace Rohde.

Camp ENCORE! continued to be an unmistakable bright spot for the Festival this season. A total of 154 campers, the most ever and roughly double the number who participated in the last pre-Covid camp in 2019, took part in the three sessions. Each session culminated, as it does each summer, in a fully self-produced musical on the Festival's main stage. Session one, a three-week offering for kids ages 7-17, was capped off with two performances of *Disney's Aristocats* and *101 Dalmations Kids*, while the second session, a two-week camp for the same age group, featured two performances of *The Music Man Jr.* The teen intensive was a two-week session for ages 12-17 and ended with two performances of *Into the Woods, Jr.* Another successful "first" was the introduction of a Camp Apprenticeship Program, an advanced level of participation between CIT and Counselor, that is custom tailored to long-time CITs who want to deepen their experience.

The Festival was pleased to award six full scholarships this summer, including at least one who came to us through the **#areuin program**, along with another three partial scholarships. The Festival is thrilled to have joined The KEY Collective's #areuin? card program in 2023. The card program was launched in 2017 to provide NH's economically disadvantaged K-12 students access to out-of-school programming that they might not typically have access to due to financial constraints. The program uses the Federal Free & Reduced Lunch Program or Medicaid eligibility criteria to automatically vet camp applicants as being financially eligible for tuition assistance.

OUR COMMUNITY COLLABORATIONS

WE VALUE OUR PARTNERSHIPS AND PLACE GREAT IMPORTANCE ON BEING GOOD NEIGHBORS AND HELPFUL MEMBERS OF THE SEACOAST

Families in the audience having fun in 2023. Photo by Ashlyn Smith.

COMMUNITY SHOWCASES

With the support of title sponsor, **Bank of New Hampshire**, the Festival's long-running **Community Showcase** program returned, giving local organizations the opportunity to present their programming on the Festival stage prior to mainstage musical performances.

This season **Southern New Hampshire Ukulele Group, Burgess Street Dance, Stranger Than Fiction Improv & Comedy, PMAC, Extreme Air, SCDC, Granite YMCA, Sweetgrass Quartet, Sole City, BKS Dance, and Sounds of the Seacoast** all performed while **Studio Be** was rained out and will be invited to return next season.

2023 marked the Festival's first-ever collaboration with **Safe Haven Ballet**, a trauma-informed nonprofit professional touring ballet company and school, on two beautiful performances of Beauty & the Beast. Safe Haven is known for offering free Trauma Sensitive classes for survivors of sexual violence and trauma as well as touring uplifting productions, and we were proud and honored to bring one of these productions to the Festival stage.

Safe Haven's Beauty & The Beast on the Wilcox Main Stage.

RAIN OR SHINE SERIES

The inaugural **Rain or Shine Series partnership with The Music Hall** proved to be an immediate success in terms of saving three concerts that would have otherwise been canceled. This collaboration included the potential of seven concert dates where TMH committed ahead of time to staying "dark" in the event of rain.

Moving an entire concert on such short notice comes with its own additional financial costs, which are compounded by the capacity limitations associated with an indoor venue that don't exist in Prescott Park. For example, The Music Hall, with its ~850 capacity, is significantly smaller than a good-sized concert crowd in Prescott Park. So, while we are always grateful to be able to have a show rather than cancel it, moving a show does not mitigate the financial loss, and in some cases, increases it.

The series continued to demonstrate the community support that exists across venues and to introduce new audiences to our Music Hall partners. We are extremely grateful to the team at TMH, as the collaboration provides a hedge against what would be an even more sizable financial risk associated with booking, and then completely losing these seven concerts.

NH BREWFEST

We were grateful and proud to once again join forces with a number of wonderful partners on the 15th Annual NH Brewfest in October. This important fundraiser is a collaboration between the Arts Festival, the **New England District of the Master Brewers Association of Americas (MBAA), Cisco Brewers Portsmouth,** and **WHEB/ iHeart Media New Hampshire.**

LEADERSHIP

A DEDICATED GROUP OF BOARD MEMBERS, SPONSORS, AND STAFF WITH COMMUNITY SUPPORT FROM PASSHOLDERS AND AUDIENCE ALL MAKE THE ARTS FESTIVAL POSSIBLE

BOARD MEMBERS

SPONSORS

STAFF MEMBERS

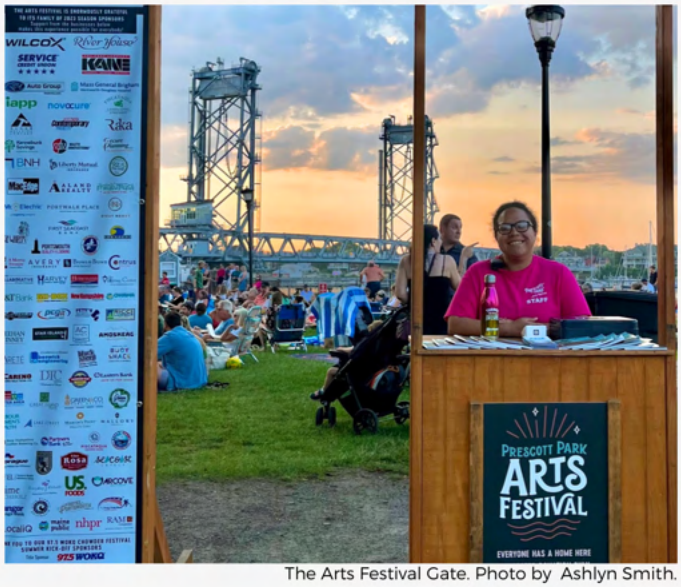
PASSHOLDERS

PEOPLE FOR THE PARK

Internally, the **Festival culture remains healthy and strong**. Retention of the seven year-round, full-time staff members, and one year-round, part-time staffer, remains at 100% for the third consecutive full season. As for the seasonal staff, the 2023 season saw multiple promotions at The Prop, new, more substantive roles for two interns from the previous season, and an effective "role-sharing" between two longtime Festival employees to operate the merch booth. After an extremely successful season with a Food Operations Manager from the **UNH Hospitality Program**, conversations are underway to formalize this budding partnership for future seasons.

Another pride point for the Festival and its supporters is the continued growth of the **Family-in-Need (FIN) program**. Under this program we gave away over 700 season pass buttons, the most ever, to community partner nonprofits who then distribute them to those they serve. The idea behind FIN is to reduce any perceived stigma or anxiety around one's inability to make the suggested donation at the gate and to keep the world-class art that is presented on the Arts Festival stage accessible to everyone who wants to experience it, regardless of their ability to pay. **This is what the Arts Festival is all about.**

Allen Stone meets a baby in the crowd who was named after him. Photo by Ashlyn Smith.



The Arts Festival Gate. Photo by Ashlyn Smith.

LOOKING AHEAD

PLANS AND GOALS FOR OUR 50TH ANNIVERSARY SEASON IN 2024

2024 marks the Arts Festival's 50th anniversary and we look forward to honoring the Festival's rich history and cultural legacy while propelling into the future with a renewed energy to serve our community by keeping the arts accessible for all.

We are immensely grateful for your support of the 2023 Arts Festival season, and we hope that you will return as a sponsor for this momentous season in 2024. There will be many opportunities to support the Festival's mission while enjoying perks like VIP table reservations for you and your staff and significant community visibility and marketing for your business.

In addition to the option of renewing your existing sponsorship, several popular title sponsorships - and even some brand new ones - are available for 2024 like a **Camp ENCORE! Sponsorship, Lego Table Sponsorship,** and a **Dance Floor Sponsorship.**

As we look to the future we will continue strategic growth by cultivating a new generation of supporters in addition to maintaining our long-time champions of the Arts Festival.

Thank you again for your wonderful support as a 2023 Season Sponsor. **We truly could not do what we do without you, and we are so glad that you're a part of the Festival Family!**

PRESCOTT PARK ARTS FESTIVAL
50TH ANNIVERSARY
1974-2024

Tank and the Bangas. Photo by Ron St. Jean.