



**FROM THE
BOARD PRESIDENT**

We are ready to open the doors for the 2024 Timber Lake Playhouse Season. The auditions have been held, the directors and creative staff has been selected, and we are ready to welcome you back even earlier than usual this spring. Our season kicks off in just a few weeks with some special events all the way through till opening night.

Thanks to all of our staff for the hard work getting ready for this season. I also want to thank the Board of Directors for their work this past year. In early June we met to begin updating our strategic plan. This process started with board development looking at the by-laws and updating them, which included downsizing the board to a more manageable number from 15 – 9 members. We also looked at our fiscal planning and budgeting process.

I want to thank Nicole Shores, our board secretary who has decided to leave the board. I appreciate all the work she has done to keep our board proceedings in order. We wish her well in her future endeavors. I hope to see you all this summer as we open our 2024 season. Live theatre is thriving in northwest Illinois.

Michael Shore - TLP President of the Board



**FROM THE
EXECUTIVE DIRECTOR**

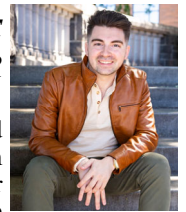
Opening last summer with *Grease* seems like such a distant memory. The sight of sold-out crowds night after night from the back of the theater brought immense gratification. This consistent turnout throughout the summer and into the fall bolstered our confidence that patrons were returning in numbers reminiscent of the "pre-COVID" era. Back in 2016, we set an attendance goal of 80% over all summer mainstage shows. This past season, we successfully achieved that milestone.

Our theatre strives to tell stories that "...entertain and inspire,". I particularly relish hearing from patrons who share their remarkable experiences at TLP. One subscriber, initially hesitant to purchase their subscription due to anticipated dislikes for certain shows, attended them all regardless. Surprisingly, *Bright Star*, a show she was certain not to like, became her favorite, prompting her to return for a second viewing.

Like many theaters across the country, TLP has faced challenges due to COVID, economic downturns, heightened competition for public grants, and an aging audience. To navigate these challenges and ensure TLP's financial stability, we meticulously analyze our three main income streams: earned income (e.g., ticket sales, front-of-house revenue), unearned income (through fundraising and contributions), and event income. Our primary focus this year includes boosting subscription and group sales, increasing ticket revenue, securing more funding from foundations and grants, hosting additional events both at the theater and in the community, and enhancing contributions to the theater.

We rely on our patrons to assist us in fulfilling our mission. Spread the word about TLP! Bring friends to the theater! Attend our events! Volunteer your assistance! And continue supporting the theater in any way you can! With your ongoing support, we'll continue to tell captivating stories that entertain and inspire, here in the woods for many years to come.

Dan Danielowski - TLP Executive Director



**FROM THE
ARTISTIC DIRECTOR**

I am overwhelmed with joy and gratitude, led with deep dedication stepping into my first season as Artistic Director at Timber Lake Playhouse. For our vibrant community of patrons, it is important to embrace the past, to step forward into the future. With that, I am most excited to meet those I hadn't seen since my hiring, and those I know from last summer when I directed *9 to 5: The Musical*. It will be so special to hear what TLP means to you through all of the emotional souvenirs you've collected with us over the years.

My path in theatre has always been about connecting through stories, and this summer at Timber Lake Playhouse, we'll deepen these connections every time you join us right here in Mount Carroll.

This season, we've put together a lineup that every single audience member should be able to see a small piece of themselves in. From a rural town where everyone knows your name, like Bomont in *Footloose* to all the way over the rainbow with *The Wizard of Oz*, Victorian London, on a Cruise Ship in the middle of the sea and everywhere in between - we hope the theatre we make helps us all feel stronger, and bring our bold and unique community together.

Timber Lake Playhouse is more than a venue that we make theatre in; it's where we go to be entertained and inspired through the spirit of live performance!

Our blend of beloved classics and TLP debuts aim to bring you one of our most fabulous seasons yet. Your support is crucial in this journey, as our biggest goal of 2024 is to fill our space with laughter, applause, and if we've really struck a chord, share a few tears.

From ages three to one-hundred and three, Timber Lake Playhouse is your one-stop destination for live experiences that entertain and inspire. Come make magic with us!

Thank you all so much for your warm welcome. We'll see you at Timber Lake!

Tommy Ranieri - TLP Artistic Director



TIMBER LAKE PLAYHOUSE

"2023 Financial Report"

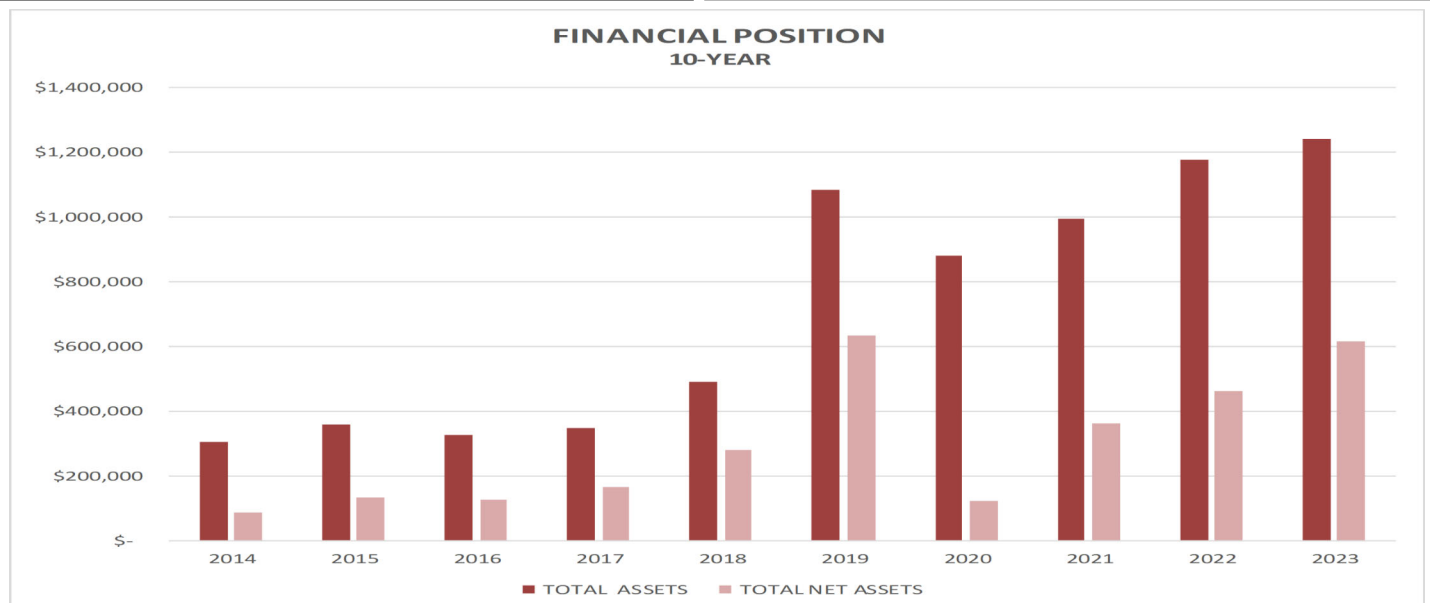
In 2021 and 2022, TLP had the advantage of extended grant income using various COVID relief programs. In 2023, TLP was also eligible for the Employee Retention Tax Credit. These one-time funding opportunities provided by the Federal Government's COVID Stimulus Packages are no longer available, and TLP will have to cover ever increasing expenses through direct earned and unearned income to the playhouse.

We've experienced a huge increase in expenses over the past four years. Although building materials have gone down from a record high in 2021, they are still at a 22% increase over 2019. Labor is up 70%, and food costs are up 23%. Inflation in general is up 15%.

Here's a look at TLP's financial position as of December 31, 2023 and the last two years of financial activity.

TIMBER LAKE PLAYHOUSE	
FY23 SIMPLIFIED STATEMENT OF FINANCIAL POSITION	
CURRENT ASSETS	\$ 73,350
TOTAL FIXED ASSETS	\$ 1,168,338
TOTAL ASSETS	\$ 1,241,688
CURRENT LIABILITIES	\$ 210,535
LONG TERM LIABILITIES	\$ 415,562
TOTAL LIABILITIES	\$ 626,097
TOTAL NET ASSETS	\$ 615,591
TOTAL LIABILITIES AND NET ASSETS = \$ 1,241,688	
These numbers are pre-audited. The Statement of Financial Position reflects the overall fiscal health of the organization.	

TIMBER LAKE PLAYHOUSE		
FY23 CONDENSED STATEMENT OF ACTIVITIES		
INCOME	FY23	FY22
• Shows/Admissions	\$ 792,199	\$ 563,721
• Contributions/Grants	\$ 584,632	\$ 807,137
• Fundraising	\$ 34,952	\$ 37,505
• Front of House	\$ 146,232	\$ 114,339
• Other Income	\$ 269,996	\$ 21,197
TOTAL	\$1,828,011	\$ 1,543,899
EXPENSE		
• Personnel/Wages	\$ 833,122	\$ 730,264
• Production	\$ 317,289	\$ 337,389
• Front of House	\$ 114,503	\$ 91,658
• Fundraising	\$ 6,705	\$ 6,498
• General & Administrative	\$ 125,419	\$ 102,987
• Other Expenses	\$ 121,919	\$ 171,089
TOTAL	\$1,518,957	\$ 1,439,885
CHANGE IN NET ASSETS	\$ 309,054	\$ 104,014
Numbers are pre-audited and reflect total income and expense. Numbers are pre-audited.		



TIMBER LAKE PLAYHOUSE

"Progress Over the Past Year"

MISSION

"The mission of Timber Lake Playhouse is to provide the best expression of theatre arts to the regional community by presenting creative works that entertain and inspire, while helping aspiring artists transition to the profession."

The TLP staff and board has worked tirelessly this past year to support that mission, as we continually work to strengthen TLP's financial position, enhance production values, improve marketing strategies, increase the volunteer base and perform much needed repairs and upgrades to the TLP facilities.

To support the TLP mission, in 2023 TLP accomplished the following:

THE PATRON EXPERIENCE

Expanded programming to include numerous engaging patron events to foster a sense of community and entertainment including Fall Festival featuring Beerfest & movie nights.

PRODUCTION

*Revived the May show inviting schools with The Lightning Thief.
Saw fall and winter attendance at record numbers.*

FACILITIES

*Completed major capital projects including lobby renovation, remodel the public bathrooms, renovate the company bath house, safety and building code projects, and many more around the campus.
Began the new gift shop and adding a new well projects.*

GRANTS AND CONTRIBUTIONS

*Completed work on the \$389,593 Tourism Attraction Grant from the Illinois D.C.E.O. for Capital Improvements to the theatre.
\$4,500 grant from the Illinois Arts Council High School Intern Program for internships awarded to three high school students.
The Illinois Arts Council General Support Grant of \$19,500.
\$10,000 grant from the Tiger Baron Foundation for TLP's education program.
Over \$150,000 in Foundation support*

MARKETING

*Appeared on Quad City Live to expand TLP's reach
Created special marketing promotions aimed at attracting a new demographic of patrons
Leveraged social media as a dynamic marketing tool, resulting in exponential growth in our online presence and engagement.*

FINANCE

Performed the yearly financial audit and Grant Accountability and Transparency Act audit.

10 YEAR COMPARISON

	INCOME	SUBSCRIPTIONS	CONTRIBUTIONS & GRANTS	PERFORMANCE & EVENT TICKET SALES	PERFORMANCES & EVENTS
2014	\$ 627,649	1400	\$ 114,566	22,420	86
2015	\$ 728,464	1426	\$ 158,320	21,918	86
2016	\$ 854,392	1452	\$ 129,636	25,817	108
2017	\$ 888,696	1695	\$ 230,982	26,600	115
2018	\$ 1,173,392	1914	\$ 362,832	29,132	121
2019	\$ 1,258,662	1694	\$ 433,828	30,861	145
2020	\$ 523,377	0	\$ 354,791	269	5
2021	\$ 1,425,361	1452	\$ 772,388 **	20,791	143
2022	\$ 1,543,899	1611	\$ 807,137 **	19,422	149
2023	\$ 1,828,011 *	1658	\$ 584,632	32,756	125
% GROWTH OVER LAST 10 YEARS	191%	18%	410%	46%	45%

* Includes One-time Employee Retention Tax Credits

** Includes Funds from the COVID Stimulus Package

TIMBER LAKE PLAYHOUSE

“What Will the Future Bring?”

As Timber Lake Playhouse sets its sights on the horizon, our unwavering commitment to delivering entertaining and inspiring works and the best expression of theatre arts to our community remains at the forefront of our mission. Embarking on an exhilarating journey with a clear vision for a brighter, more dynamic future, an unparalleled experience for every patron takes center stage in an effort to ensure that every patron is treated like a valued VIP.

As we look ahead, we envision a space dedicated to nurturing the next generation of artists and theater enthusiasts through educational initiatives. Our strategy includes an expansion of our educational outreach and programs, aiming to launch both specialized workshops for skills from page to stage as well as opportunities for kids to perform in productions with full production elements. These opportunities are designed to empower the youth with a better sense of themselves, give them confidence onstage, and a holistic sense of what it means to make theatre.

The journey ahead is thrilling. Each visit will not merely be an attendance but an unforgettable experience, etched into the hearts of all who walk through our doors. Through these specific, actionable goals, Timber Lake Playhouse is poised to redefine what a professional theater can be, nurturing talent, fostering innovation, and building a more cohesive, vibrant community around the arts.

As we plan for the 2024 Season, we at TLP realize that, without you, there would be no Timber Lake Playhouse! We will continue to strive to make your experience one to cherish and share with your family and friends at your *Theatre in the Woods!*

GOALS AND OPPORTUNITIES FOR 2024

The Patron Experience

GOAL: TO CONTINUALLY IMPROVE THE PATRON EXPERIENCE

Through top-quality, professional productions, more convenient parking, additional opportunities to enjoy the TLP campus and the ability to interface with our company. We want to continue to build on TLP's community and offer our patrons an opportunity to

“COME FOR THE SHOW AND STAY FOR THE EXPERIENCE!”

Production

GOAL: TO OFFER OUR PATRONS TOP-TIERED PRODUCTION QUALITY

It is TLP's goal to attract top creative talent from around the country and bring them to TLP to create shows. In doing so, we will expand our patronage to include wider bases including the Quad-Cities, Rockford, and Chicago. By creating memorable productions with nationally recognized talent, TLP will become a destination point for theatergoers from around the Midwest.

Facilities

GOAL: TO CREATE AND IMPLEMENT A FACILITIES UPGRADE PLAN

To Create a Campus of Distinction, Timber Lake Playhouse will look at the following areas of their campus:

GENERAL FACILITIES MAINTENANCE

LIVING FACILITIES: To continue to attract the best quality company and staff, the living facilities must be safe and comfortable. TLP has completed renovations on all cabins and housing and will continually monitor and assess needs and improvements.

FRONT OF HOUSE AND ADMINISTRATIVE OFFICES: TLP has an incredible opportunity to take advantage of the environmental aspects of our front of house and will explore taking advantage of the opportunity, especially in the area of pre-show entertainment and food and beverage availability.

FUTURE ACTIVITIES

Complete a Facilities Master Plan that includes

- * Improved and expanded rehearsal space
- * Additional living spaces with bathroom facilities
- * Administrative and Creative work spaces
- * New dining facilities, greenroom and lounge for company members

Fundraising and Donor Cultivation

GOAL: TO CREATE A PLAN FOR DONOR GIVING

Continue to strengthen TLP's Annual Fund and develop a program for long-term financial health through Legacy and Estate giving.

Marketing

GOAL: CREATE A MARKETING PLAN

Create a dynamic and consistent marketing strategy that focuses on brand awareness and content driven messages to our target audience, both existing and new.

Financial Plan

GOAL: ESTABLISH A LONG-TERM FINANCIAL PLAN FOR THE ORGANIZATION

Establish financial stability and sustainability through the retirement of our operational and capital debt, establishment of an operational and capital reserve, and development of a Revenue Plan that supports the theatre's goals.