



# Carrollwood Players Theatre

## 2019-2020 Year in Review



# CARROLLWOOD PLAYERS THEATRE 2019-20 YEAR IN REVIEW



*The mission of Carrollwood Players, Inc. is to promote a greater knowledge of theatre arts and skills, to increase accessibility to live theatre for people from all backgrounds, to foster creativity, artistic expression, learning and the exchange of ideas, and to present quality, affordable entertainment created by and for members of the community.*

As this extremely challenging year comes to a close, our YEAR IN REVIEW report focuses on the positive impact CWP has had in our community, despite our shortened 2019-20 season. Please join us in celebrating the achievements of our staff and many volunteers, on stage and off. Of course, none of this would have been possible without our generous donors, sponsors, patrons, the Arts Council of Hillsborough County, and the Hillsborough County Board of County Commissioners.

We are making this report available electronically, including links, photos and information. We recommend viewing it on a computer for best results. Scroll down to read the report.

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**Carrollwood Players Theatre** Location: 4333 Gunn Hwy, Tampa FL 33618  
Mailing address: PO Box 270116, Tampa FL 33688. Phone 813-265-4000

## From the Board

Charles Dickens got it right when he wrote, “It was the best of times; it was the worst of times.” Instead of cities, the 2019-20 fiscal year became “A Tale of Two Seasons.”

When the fiscal year began on September 1, 2019, CWP was in glorious shape: the 2018-19 season had just concluded with successful shows, and the upcoming season promised a spectacular year, including fantastic shows, directors, producers and actors. CWP’s finances were in great shape and our board was re-invigorated with newly elected, dedicated members.



Sure enough, September through March saw highly successful shows such as The Producers, A Christmas Carol, Aida and more. Our year-end giving challenge raised more money than in our history, and our building fund was growing.

No one needs to be reminded what happened in March when the pandemic hit: the world and the remaining season came to a screeching halt. For the first time ever, the CWP theatres went dark.

As you read the rest of this report, you will see how our artistic council, our volunteers, our board and our staff dealt with the realities of theatre in a pandemic. The main premise of my message to you is **gratitude**. All of our constituents came together like never before: staying in touch, producing and streaming virtual shows, and contributing time and treasure in ways never seen before. We were even able to use the time to re-carpet our entire facility, modernize our restroom facilities and hold a food drive for those in need. A modest start-up of productions began in August, with serious protocols for safety.

As this report is compiled, the crisis is not yet over, but CWP has shown its fortitude and staying power. Because of our incredible volunteers, staff and board, the theatre lights are back on and community theatre will continue at CWP. On behalf of the Board of Trustees, I invite you to read this report and to accept our most heartfelt gratitude.

### **Victoria Richards Goins**

President  
Board of Trustees

### 2020 BOARD OF TRUSTEES

Victoria Richards Goins, President



Christine D. Smith, Vice President

Judith Sachs, Secretary



Pam Senk, Treasurer

Zach Griswold



Lori Vella

## **From the Managing Director**

The Carrollwood Players 2019-20 fiscal year proved that “together, we are CWP.”

Together, our community of volunteer performers, backstage superstars, smiling lobby volunteers, costume, lighting, sound and set designers, set builders and dressers, props gurus, directors, producers, stage managers, choreographers, music directors and board leaders once again magnificently brought our theatre to life.

They are the electricity that flows through every fiber of this place where everyone from the community comes to participate in, learn about, and experience the magic of live theatre.

Creators always find a way to carry on, and when the world around us changed like never before, our passionate artists, volunteers and staff members did just that. In the face of a pandemic that forced the lights to go dark for nearly half the year, we adopted a new mantra: “we will create, no matter what.”

Following a joyous parade of live productions in the first months of the season, we learned how to take our show on a very new road: the information superhighway. All told, nearly 350 volunteers created almost two dozen live productions - on stage and online - that were seen by an astonishing 11,500 theatre lovers, locally and from around the nation and world.

Still, the financial challenges presented by ongoing fixed monthly expenses for a shuttered venue were daunting. But as we worked hard to present entertainment to a locked down world, our supporters demonstrated historic generosity and made it clear how much the arts matter as part of a vibrant community.

Together, we are CWP, and together we will forge ahead and continue to create, no matter what. We are grateful and humbled by your unprecedented and heroic support.

**Jim Russell**  
Managing Director

### **STAFF**



**Jim Russell**  
Managing Director



**David Fraga**  
Manager, Production and Finance

## Triumphant Productions and New Frontiers

### Our 2019-2020 Season in Review

Carrollwood Players provides a place where people from all walks of life can learn about and participate in the magic of live theatre, while providing great, affordable entertainment for everyone in our community.

Our season began with hundreds of passionate onstage and offstage volunteers coming together under the leadership of experienced directors and producers to create fantastic productions.

When the pandemic forced our stages to go dark, we persevered, charting new waters and presenting unique, memorable online theatre experiences.

#### Launching the Mainstage Season

Our season began with a hit, as *The Producers* packed the house with audiences who loved the laughter and music of what proved to be one of our bestselling musicals ever.



Just in time for Halloween, our next production filled the theatre with intense performances and even a few blood-curdling screams as the story of the Salem witch trials came to life with ***The Crucible***.



Then it rained on the Carrollwood Players stage as poor “CB” and his “nutty” friends experienced the trials of real-life teenagers in ***Dog Sees God: Confessions of a Teenage Blockhead***.



## Original Works in the Black Box

The CWP Black Box Theatre returned to its roots this season with a full slate of original, locally written or developed shows like ***Let's Talk About Sex***, plus the return of the ever popular ***Play it By Ear***.

In ***Hungry Casanova and the Haunting of Netherstone Manor***, an eclectic group of mystery writers gathered in a spooky mansion to confront their own nerdiness, powerful entities from the beyond, and a very funny apparition.



Also included in the Black Box were two original musical revues, developed by our own local directors. Audiences loved these shows full of song as we presented ***A Christmas Cabaret*** and ***Comedy Tonight***.



## Mainstage Classics with Twists

In addition to providing great entertainment created by everyday people from our community, CWP strives to challenge our audiences and ourselves by trying new things.

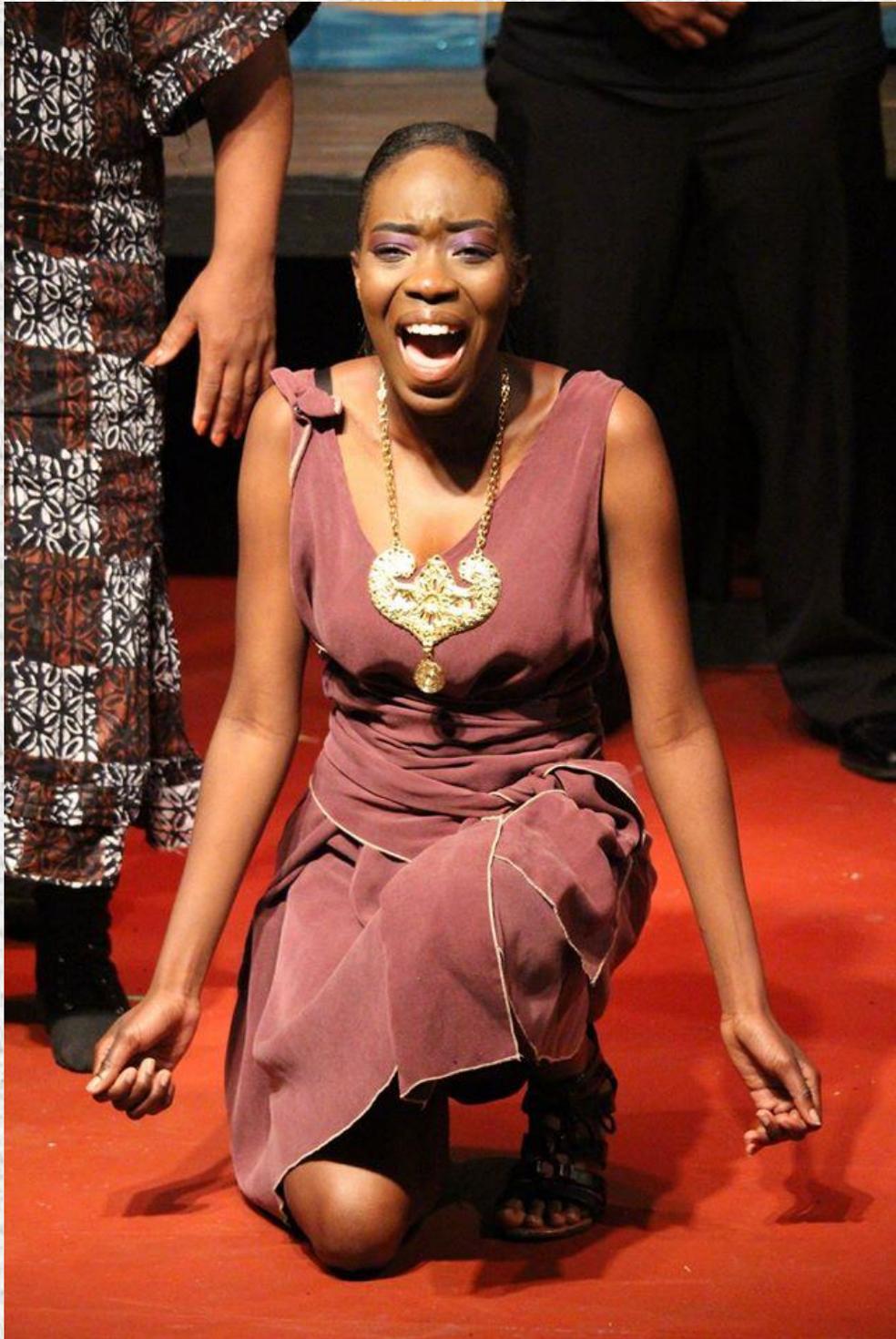
For the holidays, audiences cheerfully embraced our production of *A Christmas Carol* featuring a female Scrooge. The part of The Ghost of Christmas Future was played by a remote-controlled flying drone we lovingly named “Dickens.”



Not to be outdone by Ms. Scrooge, the iconic Mame Dennis burst onto our stage in January, in a production of *Auntie Mame* that became our bestselling non-musical in over a decade. This production had its own “twist”, as our amazing technical wizards created rotating set triangles, which helped us create the magic of dozens of different locations and decades of decor in Mame’s famous New York apartment.



Good things come in threes, and our next Mainstage production introduced audiences to another quintessential female lead character. Audiences reveled in the magic of our February musical, as they traveled back in time to experience a powerful love story in ancient Egypt with ***Elton John and Tim Rice's Aida***.



## New Frontiers Amid Unprecedented Challenges

The day after **Comedy Tonight** closed, CWP made the heartbreaking but necessary decision to lower the lights and close our doors. The health and safety of our volunteers and audiences were paramount. Our Mainstage production of **A Streetcar Named Desire** was in final dress rehearsals and set to open in a week's time.

At first, we remained hopeful that the pandemic could be suppressed within a reasonable period of time. But we also started planning for the worst.

Thanks to the amazing creativity and dedication of our artists, volunteers, and staff, we quickly seized upon a new frontier - the art of creating theatre online.

Over the course of the next five months, CWP broadcast a bevy of original online productions and on demand video revivals of favorite past productions. Many of these offerings were provided free to the community.

**A Streetcar Named Desire** became an online performance, and was watched by hundreds of our supporters.

**Kidspeak 5.0** was performed live on our Facebook page, featuring original short plays by kids, (including one written in Australia) and featuring actors from across the country.



We put out a call for submissions for an original online musical called **Quarantine, The Musical**, and the end product featured songs and monologues by artists from coast to coast.

We converted *A Patriotic Cabaret*, originally planned as a Black Box show, into a free, online performance.

We addressed social justice issues with live online performances of *Know Me By My Name* and *Dionysus on the Down Low*.

### **Bridging the Gap Between the Old and New**

In late summer, we established comprehensive health and safety protocols to protect our volunteers and audiences, and staged our first in-person production in nearly six months, with the ever-popular *One Act Weekend*.

With audience capacity reduced by more than 50%, and other measures in place, we opened our doors and began presenting live theatre with masked performers and audiences.

We also wanted to continue to provide entertainment for audiences to enjoy from the safety of home, so we live streamed the production and hundreds of people watched it online.



## **The Marquee Society and More**

The Marquee Society celebrates donors who maintain cumulative gifts of \$500 or more over the course of two fiscal years. Given the unimaginable challenges that 2020 brought, The Marquee Society supporters made a world of difference.

In this Year in Review, we are pleased to recognize our contributors who supported us throughout our last two fiscal years: September 1, 2018 – August 31, 2019 and September 1, 2019 – August 31, 2020.

### **Marquee Society Premier Platinum - \$10,000 +**

Jen and JC Martin

### **Marquee Society Platinum - \$5,000 - \$9,999**

Howard and Rita Dickson Christine and Charles Smith

### **Marquee Society Gold - \$1,000 - \$4,999**

Sarah Chamblee Janet Egolf Laura and Ron Erstad Patricia and Steven Farber

Kathy Griffith Bobby and Dana Lane Thomas Pahl Judith Sachs Real-Time Labor Guide

### **Marquee Society Silver - \$500 - \$999**

Susan and Michael Berger Patricia Donohue Ken and Susie Grace Debra Moore

Judy Lowry Penni Willen Debbi Wooten Jim Johnson MaryBeth Wells Zach Griswold

David Fraga Pam Senk In Memory of Walter Sanders Jim Russell

### **Additional Supporters - \$250 - \$499**

Sharron Gill Balic Ken and MaryKay Cyrus Clareann Despain Gay Gagnon Shirley Lolus

### **Additional Supporters - \$100 - \$249**

Maryann Bardi Kaedin Cammareri Scott Curry Bonnie Finley David and Julie Floyd  
Joyce Formica James Gagliano Dr. Peter Germroth Ellen Giallonardo Linda Goldstein Lori Hein  
Phyllis Johnson Jane Kelly Leigh Lane Kendra Langlie Ann Lehman Joan Lund  
Donna MacMillen Chris Martel Brian McCreight Lee Ann O'Rourke Jack and Shirley Overton  
Bobby & Lisa Pastorius Eloise Perry Alaina Rahaim Victoria Richards & Michael Goins  
David Richte James Riley Cheryl Rivera Pam Rivera Laura Roberts Catherine Sanchez  
Marc, Adrienne & Julia Sanders Deb Smith LeeAnn Smith Greg and Alicia Spiegel  
Sandra Sroka and Jeremy Donimirski Lori Vella Francis J Weiss Candace West  
Ray and Theresa Zacek

### Additional Supporters - \$50 - \$99

Jeanne M. Adams  
Nathalie and Dan Baker  
Irene Bemby  
Kathy Caylor  
Phyllis Coats  
Donna Coleman  
Virginia Corpuz  
Jarey Cortright  
Lawrence N Corwin  
Lula Dovi  
Jimmy Ferraro  
Camille Fidrych

Ilona Friedman  
Jerry Hasara  
James Heck  
Jeff and Terri Hinds  
Richard Hoey  
D.J. Holt  
Richard Isinghood  
Teri King  
Margaret Lannen  
Donald Martin  
Bettina Mawn  
Margaret McAulay

John and Michael McKinney  
John W Mudd  
Nicholas Noelte  
Jenny Lind Olin  
Judith Pagels  
Pauline Perryman  
Michelle Reiche  
Douglas Schwartz  
Mary Trzcinski  
Joshua Vinik  
Tiger Von Pagel

### Additional Supporters - \$25 - \$49

Alex Andrews  
Roger Balan  
Jose Barriga  
Lauren Bavlsik  
Bradley Bingham  
Catherine Bixenman  
Hilary Black  
George Blanck  
Myrna Block  
Tia Bowles  
Kevin Brackin  
Kelly Cone  
Armando and Maria Corral  
Beth Decker  
Sarah Dillingham  
Elaine Dorreman  
Dawn Dougherty  
Drew Eberhard

Melissa Fortino  
Michelle Gilbert  
Tony Gilkinson and Larry  
Compton  
Patricia Gonzale  
Linda Hamrell  
Jovan Hayes  
Martin Kledzik  
Ryan and Taylor McCorkle  
Vicki McGinnis  
Kelly McGuire  
Kimberly McKellar  
Samantha Messersmith  
Bethany Moore  
Judith Moore  
Ron and Autumn Pandolfo  
Ruth Ann Reynolds  
Lauren Richardson

Benjamin Richter  
JF Rocco  
Dawson Roebig  
Marlene Rubin  
Richard Ryan  
Cameron Salmon  
Val & Stu Sanford  
Rae Schwartz  
Barry Silber  
Cindy Spahn  
William Steele  
George Thornton  
Susan M. Timchak  
Robert and Pamela Torres  
Crystal Marie  
Lauren VanHelden  
Lisa W.  
Richard Wilkins

**CWP always welcomes additional gifts and upgrades.**

**To Give By Mail:** Mail your check made payable to Carrollwood Players, PO Box 270116, Tampa, FL 33688. Please note "Marquee Society" in the memo field.

**To Give Online:** <https://tinyurl.com/cwpmarquee> Note "Marquee Society" in notes field. Questions about your giving status? We are happy to provide individual assistance with planning your gift. Please feel free to contact our Managing Director, Jim Russell, by email at [jim.russell@carrollwoodplayers.org](mailto:jim.russell@carrollwoodplayers.org) or by phone at 813-451-2391.

## Volunteers ..... By the Numbers

### 2019-2020 VOLUNTEERS BY THE NUMBERS

Cast	175
Crew	38
Front of House	107
Other	28
<b>Total</b>	<b>348</b>

### 2019-2020 CWP Audiences By the Numbers

Production/Event (Live)	Seen by
The Producers	677
The Crucible	483
Hungry Casanova	132
Dog Sees God	278
A Christmas Cabaret	140
A Christmas Carol	641
Play it By Ear	100
Auntie Mame	757
Let's Talk About Sex	110
Aida	740
Comedy Tonight	79
2020 One Act Weekend	57
<b>Total Live</b>	<b>4,194</b>

Production/Event (Online)	Seen by
CWP in Motion Online	2,467
A Patriotic Cabaret Online	1,011
Behind Closed Doors Encore Video Online	111
Know Me By My Name Online	591
It's A Wonderful Life Encore Video Online	45
Arnie & The Itch Encore Video Online	120
Quarantine The Musical Online	171
Kidspeak 5.0 Online	1,468
A Streetcar Named Desire Online	77
Dionysus on the Downlow Online	1,216
2020 One Act Weekend Live Stream Online	77
<b>Total Online</b>	<b>7,354</b>

**TOTAL AUDIENCE      11,548**

### Volunteer of the Year Bonnie Zayas



### New carpet.....



### and newly renovated restrooms



**Provided by volunteers  
and generous donors**

**Carrollwood Players Theatre  
FISCAL YEAR 2019-20  
FINANCIAL HIGHLIGHTS**

Although our 2019-20 fiscal year was unlike any that we have seen in our 39-year history, Carrollwood Players used all our resources to move forward. We continued to provide community theatre to the Tampa Bay community.

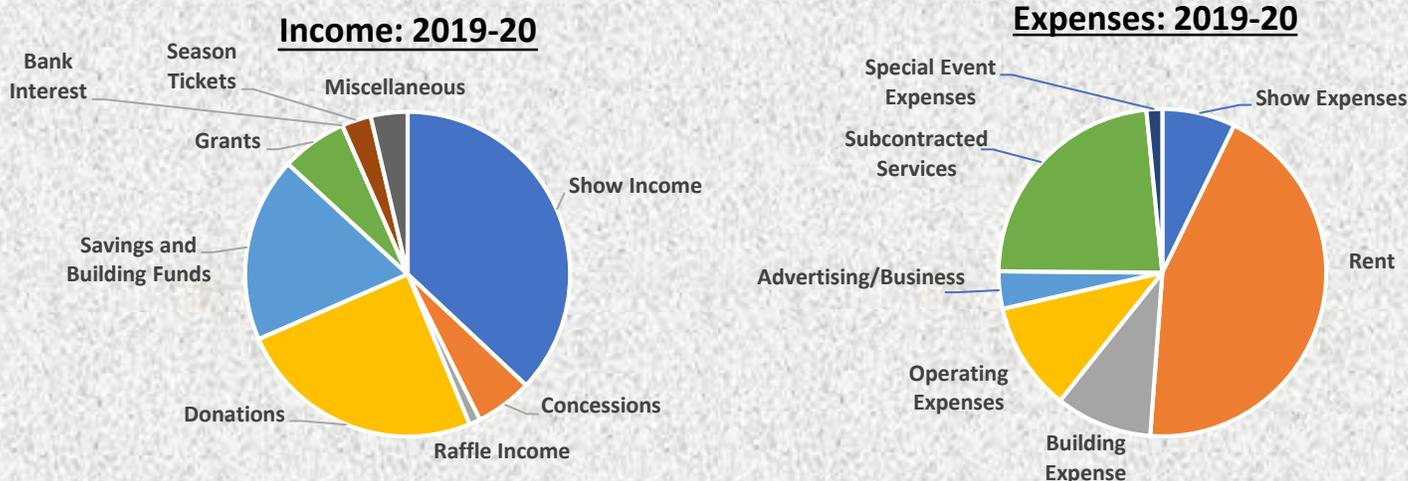
When our stage went dark in March, we had just finished one of our most successful shows, Elton John and Tim Rice's Aida. We had almost one-half of our season ahead of us. Like most community theatres, ticket sales are key to our financial success. During the shutdown, we developed new sources of revenue. We expanded live streaming shows using prior productions. We introduced online educational courses. Our foresight in building a capital fund over many years provided the necessary funds to balance our budget.

We learned how generous our supporters, patrons, volunteers and community really were.

- Our Giving Challenges in December 2019 and the Spring of 2020 exceeded our goals
- Supporters also increased their normal monthly contributions.
- The 2019-20 fiscal year had a total donations increase of almost 150% over the 2018-19.
- The Cultural Development Grant provided by Hillsborough County through the Arts Council helped us pay our expenses like rent.

When we re-opened, at limited capacity, in August 2020, our Board of Trustees, Managing Director and Production/Finance Manager had developed a plan that was safe for our patrons, actors and volunteers.

The 2020-21 fiscal year that began on September 1, 2020 will be just as challenging as the pandemic rages on. While this is not how we envisioned celebrating our 40th anniversary, we are committed to bringing community theatre to all Tampa Bay residents.



**Carrollwood Players Inc**  
**Financial Snapshot**

September 2019 - August 2020

<b>INCOME</b>	<b>Sep 2019 - Aug 2020</b>	<b>Sep 2018 - Aug 2019</b>
<b>Show Income</b>	<b>\$ 78,272</b>	<b>\$ 130,200</b>
<b>Concessions</b>	<b>\$ 11,995</b>	<b>\$ 19,731</b>
<b>Raffle Income</b>	<b>\$ 2,343</b>	<b>\$ 2,396</b>
<b>Donations</b>	<b>\$ 52,235</b>	<b>\$ 21,018</b>
<b>Savings and Building Funds</b>	<b>\$ 38,942</b>	<b>\$ 9,255</b>
<b>Grants</b>	<b>\$ 13,881</b>	<b>\$ 14,364</b>
<b>Bank Interest</b>	<b>\$ 16</b>	<b>\$ 14</b>
<b>Season Tickets</b>	<b>\$ 6,160</b>	<b>\$ 12,600</b>
<b>Miscellaneous Income</b>	<b>\$ 7,739</b>	<b>\$ 11,742</b>
<b>TOTAL INCOME</b>	<b>\$ 211,583</b>	<b>\$ 221,320</b>

<b>EXPENSES</b>		
<b>Show Expenses</b>	<b>\$ 15,285</b>	<b>\$ 45,433</b>
<b>Rent</b>	<b>\$ 93,022</b>	<b>\$ 91,295</b>
<b>Building Expense</b>	<b>\$ 20,175</b>	<b>\$ 8,958</b>
<b>Operating Expenses</b>	<b>\$ 22,691</b>	<b>\$ 28,378</b>
<b>Advertising/Business</b>	<b>\$ 7,801</b>	<b>\$ 7,633</b>
<b>Subcontracted Services</b>	<b>\$ 49,300</b>	<b>\$ 32,488</b>
<b>Special Event Expenses</b>	<b>\$ 3,308</b>	<b>\$ 7,135</b>
<b>TOTAL EXPENSES</b>	<b>\$ 211,583</b>	<b>\$ 221,320</b>



## 40 Years of Community Theatre for All

### Looking Forward

In the summer of 2021, Carrollwood Players will celebrate 40 years of volunteer-driven live theatre created by and for everyone in our community.

Looking ahead, we couldn't be more excited to commemorate four decades of passionate people bringing grassroots arts to their neighbors.

Just as light at the end of the tunnel brings hope of a more normal life, we embark on an exciting season that pays homage to our past, while marching boldly forward.

We will present revivals of some of our most beloved past productions, such as Neil Simon's **Plaza Suite** (our first production in 1981), the powerful musical **Godspell** (one of our first musicals), and Agatha Christie's **Murder on the Nile**.

We'll stage productions never before seen at Carrollwood Players, including the iconic cult classic, **The Rocky Horror Show**, and **The Mountaintop**, a gripping reimagining of the night before the assassination of Dr. Martin Luther King, Jr.



## Creativity. Reinvention. Sustainability.

In the second half of our upcoming season, we'll salute local artists, explore the classics, and pay tribute to the joy of music with a lineup of locally created shows, our first-ever *two-weekend One Act Festival*, and a little bit of Shakespeare.

In **Jukebox Saturday Night**, it's September 1962 at Big Bart's Burger Barn. Head waitress Norma and her teen-aged crew Ellen, Arnie, Margie and Dean are expecting the usual rush of kids when a freak snowstorm strands them at Big Bart's with no customers for the night.

With nothing else to do, the group settles around the jukebox to pass the time singing some of the greatest songs of the 1950s and 60s.

Next, Tampa playwright, composer and lyricist Gabe Flores directs his new musical, **Paper Walls**, featuring a powerful script and score telling the story of a group of newly-graduated college students on a journey to discover America and themselves.

In **Pop Goes America**, we take modern pop songs and re-write the words to teach American History in two hours. Imagine Madonna's *Vogue* retitled *Vote* to tell the story of the Suffragettes. And that's just the beginning..

We'll also present a wonderful revue, **40 Years of Broadway**, featuring song and dance performances from the musicals we've produced in our 40-year history.

And you won't want to miss our colorful production of Shakespeare's **A Midsummer Night's Dream**.



For all the details about our upcoming season, [click here!](#)

## Play Your Part!



Community support plays a crucial role in helping Carrollwood Players Theatre continue our mission of providing a place where people from all walks of life can learn about, participate in, and experience the magic of live theatre.

Ticket sales only cover approximately 75% of our expenses, and generous donations from arts lovers make up the difference.

Your gift to Carrollwood Players is tax-deductible to the extent provided by law, and makes a major impact on maintaining a vibrant community where the arts flourish and enhance our collective quality of life.

Please consider joining hundreds of others by making a one-time or recurring gift of any amount in support of great community theatre.

Give online at <https://tinyurl.com/cwpdonate> or by mail:

Carrollwood Players Theatre, PO Box 270116, Tampa, FL, 33688

Carrollwood Players, Inc. is a 501(c)3 non-profit organization. A copy of the official registration and financial information may be obtained from the Division of Consumer Services by calling toll-free (800-435-7352) within the state. Registration does not imply endorsement, approval, or recommendation by the state.

## Volunteer!

You can also help CWP by donating your time and talent! We have many opportunities for volunteers of every stripe, from actors to stage managers, costume helpers, set builders and dressers, front of house helpers, light and sound operators and more!



To learn more about auditions and volunteer opportunities, visit:  
<http://www.carrollwoodplayers.org> or email [info@carrollwoodplayers.org](mailto:info@carrollwoodplayers.org).