

Treasurer's Report

As can be seen with the closings and fiscal shortages that have affected the Kimball Theater, the Virginia Shakespeare Festival, and the long-running Poquoson Island Players to name a few, the economics of theater are, to say the least, challenging.

We entered our 60th Season with major financial challenges. After three years of steadily improving finances, the Players were faced with the loss of our largest benefactor, just after the new year's budget had been adopted. Without her, we began the year with a \$45,000 hole in our budget plans. We had to drop or postpone some planned upgrades, most notably the hope to hire a half-time employee to take the pressure off our all-volunteer Board. Due to careful management, we managed to finish the year with only a \$9,000 shortfall, retaining a carryover nest egg of just under \$250,000. This year's budget begins with more hope, as budget expectations have been readjusted to reflect new realities.

I'd like to thank my fellow Board members of the last three and a half years, and all of the volunteers who have given us their time to keep our costs under control and the amazing talents that have made profits high. I'd like to thank the generous donors that make the Williamsburg Players more fiscally healthy than many neighboring theaters, despite an unusually large mortgage for an amateur theater. Together, we have brought the theater from a precarious financial position after the remodel to relative fiscal health, despite a market in which critical season ticket sales are in decline at theaters across the nation. We must remain vigilant to continue to break even until economics and social trends again turn in favor of the live entertainment, but I'm optimistic that we can do so, and with the flair that made season 60 one of great flair and diversity with a great variety of shows and special events to meet the needs of a variety of local theater-goers.

It takes hundreds of people filling a multitude of roles on stage and off to make the Williamsburg Players one of great American community theaters. Please keep striving with us to create more stories and experiences that the people of our community can share.

Neil Hollands