



Annual Funders Report for 2017

The Ark's fiscal year 2017 ran from September 1, 2016 through August 31, 2017. During that time, The Ark stayed mission-driven, with all activities focused on the primary goal of **enriching the human spirit** through the presentation, preservation, and encouragement of folk, roots and ethnic music and related arts. It's been another outstanding year for programming and an exciting leap into The Ark's future. **THANK YOU** for supporting **50 Years More!**

FY 2017 Accomplishments

The Ark paid off its mortgage in full in September 2016 and now owns its home free and clear. The Campaign for The Ark celebrated surpassing its original goal and raising over \$2.8 million. Phase I renovations were completed, including upgrades to concessions, the upper lobby and the stunning new photo gallery. Listening Room updates were started with facilities improvements to floors, walls, seats and drink rails.

Ark Music

The Ark continues to bring the best in folk, roots, Americana and ethnic music to our region, showcasing emerging artists and well-known performers who love to play this special venue. FY17 saw **record attendance numbers** as The Ark presented:

- **311 performances** with a total audience of 71,258 including 2 Folk Festival nights in Hill Auditorium, 15 shows at other venues, and 5 children's shows through the Ford Motor Company Fund Family Series
- **294 shows at The Ark** with a **total audience of 50,238** and **21 sold-out shows**
- 10% shows targeted toward younger audiences
- 20% of artists presented by The Ark were from Michigan

Ark People

Collaboration among The Ark's staff and volunteers at all levels is vital to ongoing success, as is the generous support of The Ark's members. The Ark benefited from:

- **4,300 current members** at the end of FY17
- **400 active club volunteers** who worked 4,178 shifts, contributing 19,365 volunteer hours
- **23 volunteer sound technicians** who contributed approximately 3,672 volunteer hours

Ark Community

The Ark plays a critical role in our community by fostering emerging artists, increasing the accessibility of important music, and supporting other community organizations, including:

- **11 Open Stage shows** hosted by The Ark that offered the public a chance to perform on The Ark stage. **11 free Take-A-Chance Tuesday shows** enabled promising but largely unknown musical acts to perform a fully produced show, and offered the public free admission.
- Over **100 area nonprofit organizations that worked with The Ark**. More than 12 organizations benefitted from low or no-cost use of The Ark's downtown location and staffing support. Community partners included Jazzistry, Wild Swan Theater, Community

High Jazz Group, and Food Gatherers. More than 125 other nonprofits received free tickets to Ark events for their own fundraising initiatives.

Ark Partnerships

- Hosted the Michigan Guild of Artists and Artisans' **Art Fair Stage** for the 3rd year, presenting programming over three nights
- The 7th year of The Ark's **sponsorship of Acoustic Café** highlighting the Ann Arbor Folk Festival had over **2,200** entries. Two ticket winners were flown to the festival and hosted for the weekend by Acoustic Café host Rob Reinhart.
- Hosted the **MOTH Grand Slam** event for the 5th year
- Served as rain date venue for Bank of Ann Arbor's **Sonic Lunch** program for the 4th year
- Continued partnership with Conor O'Neill's offering 4 dinner & show packages this year

Ark Financials – Annual Operations

For the 9th year in a row, The Ark was in the black at the end of the year. This continued financial success is the result of staff, volunteers, members and patrons coming together around our mission and excellent programming.

- **Membership** is a key contributor to The Ark's success: members contributed **\$307,100** during FY17, which accounted for 12% of The Ark's total cash revenue
- **11 businesses** were involved in our **Corporate Friend Program** and had **665 participants** attend Ark shows
- **2 Stage Sponsors** supported a total of **11 shows**

Ark Financials –Capital Campaign and Capital Projects

Led by Chair Bob Guenzel and Honorary Chair Judy Dow Rumelhart, The Ark completed the Campaign for The Ark to pay for the purchase and Phase I renovations of the venue.

- The Campaign for The Ark Committee helped to raise over \$459,000 in new gifts and pledges in FY17
- The Campaign passed the original goal of \$2.5 million and raised over \$2.8 million in gifts and pledges. These campaign gifts come from over 600 donors and include 35 leadership level gifts of \$25,000 or more
- The Ark received a \$50,000 grant from the Michigan Council for Arts & Culture to start renovations in the Ford Listening Room, and a grant of \$100,000 from the Ann Arbor Downtown Development Authority toward renovations for the entryway and façade

Ark Goals and Priorities for the Coming Year

This year The Ark is continuing to do what The Ark does best: ensuring that our mission of enriching the human spirit through folk, roots and ethnic music is essential to all activities.

Goals and priorities:

- Complete fundraising for the renovations plan, including **the Entryway & Façade Renovation** and **upgrades to the Ford Listening Room production elements**
- **Explore and expand new community-based programming**, including educational programs for school children, partnerships with other community organizations and mission-related special events
- Complete year 4 of the 5-year strategic plan and continue **the visioning process for The Ark's future growth and evolution**