



Annual Funders Report for 2018

The Ark's fiscal year 2018 ran from September 1, 2017 through August 31, 2018. 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.

FY 2018 Accomplishments

Ark programming continued to grow in FY18 and brought some of the genre's greatest legends to Southeast Michigan –such as John Prine and Arlo Guthrie –while also leading the way in pushing the limits of the definition of folk music. Educational programming expanded and partnerships increased around the region. The Ark presented over 300 nights of music at its downtown Ann Arbor location, as well as shows at El Club and The Majestic in downtown Detroit, Royal Oak Music Theatre, the Michigan Theater and more! At the same time, in Summer 2018, The Ark broke ground on construction of an extraordinary new entryway for the venue on Main Street.

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. The Ark presented:

- **318 performances** with a total audience of 72,252, including 2 Folk Festival nights in Hill Auditorium, 20 shows at other venues, 3 children's shows through the Ford Motor Company Fund Family Series, and 4 educational programs
- **296 shows at The Ark** with a **total audience of 52,743** and **18 sold-out shows**
- 17% of artists presented by The Ark were from Michigan
- 14% of our shows presented emerging artists targeted toward **younger audiences**

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:

- **4,446 current members** at the end of FY18
- **470 active club and event volunteers** who worked 4,440 shifts, contributing 20,525 volunteer hours
- **19 volunteer sound technicians** who contributed approximately 2,688 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:

- **4 Ark Educational Programs** that served 9 schools from all over Southeast Michigan. A total of 823 4th and 5th grade students and 91 teachers and chaperones attended school field trips to Common Chords presentations at The Ark on the three dates. The Ark also piloted StrongHER TogetHER, a program promoting girls empowerment presented on a Saturday for Girl Scout troops.
- **11 Open Stage shows** hosted by The Ark that offered the public a chance to perform

on The Ark stage. **9 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 **130 area nonprofit organizations worked with The Ark**, including 18 organizations that benefitted from low or no-cost use of The Ark's downtown location and staffing support and 119 nonprofit organizations that received contributions of tickets to events at The Ark for their own fundraising initiatives. Community partners included Dawn Farms, Wild Swan Theater, Community High Jazz Group, and Food Gatherers.

Ark Partnerships

- Hosted the Michigan Guild of Artists and Artisans' outdoor **Art Fair Stage** for the 4th year, presenting programming over three nights open free to the public
- In its 8th year The Ark's **sponsorship of Acoustic Café** highlighting the Ann Arbor Folk Festival had over **1,500** entries. Two ticket winners were flown to the festival and hosted for the weekend by Acoustic Café host Rob Reinhart. Acoustic Café joins media partners WEMU, ann arbor's 107one, WDET, MetroTimes, Between The Lines, and Toledo.com in supporting the festival.
- Hosted the **MOTH Grand Slam** event for the 6th year
- Continued **partnership with Conor O'Neill's** offering 3 dinner & show packages this year

Ark Financials – Annual Operations

For the 10th 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 **\$316,500** during FY18, which accounted for 10% of The Ark's total cash revenue
- **9 businesses** were involved in our **Corporate Friend Program** and had **638 participants** attend Ark shows
- **3 Stage Sponsors** supported a total of **13 shows**

Ark Financials –Capital Projects

In FY18 the Development Committee led by Chair Bob Guenzel raised \$400,000 toward the Entryway and Concert Production projects.

- Capital Campaign leadership was celebrated in October with installation of custom donor recognition artwork at The Ark.
- The Ark received a **\$70,000 grant from the Michigan Council for Arts & Culture** to help fund the creation of a distinctive façade and entryway on Main Street in Ann Arbor. The Entryway renovation will also include a new box office and lower lobby.

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 5 of the 5-year strategic plan and continue **the visioning process for The Ark's future growth and evolution** by developing the next 5-year strategic plan.