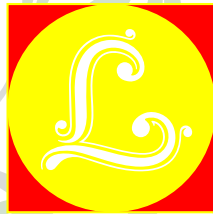


# Annual Report

June 1, 2018 – May 31, 2019



LOBERO  
THEATRE

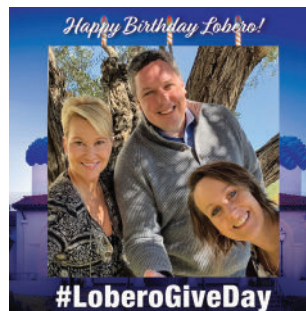
The Lobero continues to thrive thanks to partnerships with a diverse group of arts organizations and national event promoters who bring a wide variety of events to our stage. These organizations represent 90% of our building activity, and enrich our offerings to the community.

City of Santa Barbara  
CAMA Masterseries  
Complexions Contemporary Ballet  
Cottage Rehabilitation Hospital Foundation  
Doublewide Kings  
Eclipse Production Studios  
Emporium Presents  
Flamenco Arts Festival  
Fund for Santa Barbara  
Goldenvoice  
KCLU  
KCRW  
Kerry Irish Productions  
Live Nation  
Music Academy of the West  
New Noise Music Festival  
Opera Santa Barbara  
Santa Barbara Aerial Arts  
Santa Barbara City College Foundation  
Santa Barbara Chamber of Commerce  
Santa Barbara Choral Society  
Santa Barbara Dance Theatre  
Santa Barbara International Film Festival  
Santa Barbara Music Foundation  
Santa Barbara Revels  
Santa Barbara Zoo  
SBL Entertainment  
Southern California Institute of Law  
State Street Ballet  
Summerdance Santa Barbara  
The Rhythmic Arts Project  
Visiting Nurse & Hospice Care  
Warren Miller Entertainment  
UCSB Library Opera  
UC Santa Barbara



## Rooted in History, Evolving for the Future

Over the 2018 – 2019 Season we featured you, our Lobero Family, by highlighting the many volunteers, donors, patrons and arts organizations that make this venue more than just a stage. We spent a lot of time distilling the “Lobero Experience” and working to find ways to share that magic. We saw ticket sales and concessions revenue increase over the course of the year, and achieved our fundraising goals—all thanks to your support and patronage.



Our family came together in a big way on February 22<sup>nd</sup> for our third annual Lobero Give Day. Each year Lobero Give Day is driven by touching personal stories, photos and enthusiasm for this great venue. We saw many smiling faces with text donation signs that led to over \$21K in gifts, making it our most successful yet.

*We are deeply grateful for the ability to  
sustain this historic cultural treasure.  
It is a testament to your loyalty and love.*





## Resources and Management

Last season, we embarked on a three-year strategic plan aimed at (1) increasing activity in the theater, (2) growing our endowment funds for long-term fiscal health and (3) addressing physical maintenance of the building on an annual basis, instead of relying on costly capital campaigns.

We have already made great headway in achieving many of these goals:



We've increased the number of tickets sold by 11% and have increased our total rental activity by 6%. We believe this is a direct result of a new promotions package which provides additional print and online ad support for rental clients.



The Heritage Fund has continued to gain traction with \$2.8 million in our endowment and another \$1 million in pledges and planned gifts.



Our primary capital funds project replaced our stage lighting system with an energy-efficient LED system, raising \$129,000 to fulfill this need. The new lighting system will not only help shrink our carbon footprint, but will increase the options available to our performers. (Read more on pg 49)

*2018-2019 saw approx. 162 live events comprised of 26 Lobero LIVE presentations and 69 rental events brought to life by 45 different presenters.*

## Lobero LIVE

The Lobero Theatre Foundation continues to be committed to bringing the finest entertainment to our stage via our Lobero LIVE presentations. We presented a total of 26 concerts and events that best highlight the acoustics of the room and our core audience. From folk icons Arlo Guthrie, and the I'm With Her Trio of Sara Watkins, Sarah Jarosz and Aoife O'Donovan to jazz legends Eddie Palmieri and alternative darlings Cowboy Junkies, it was as memorable and eclectic a season as ever.

## Youth and Community Outreach

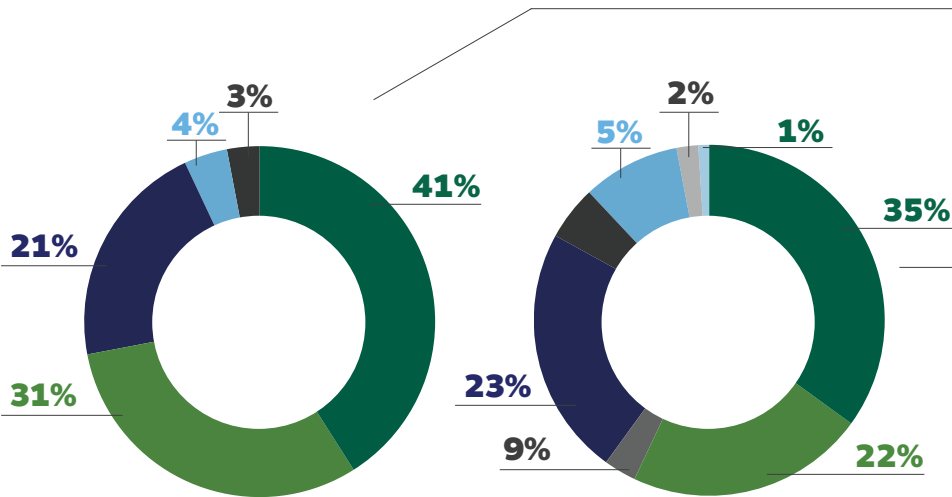
This year we distributed nearly 2,000 complimentary tickets to students, families and seniors through social service agencies and schools. We also partnered with local music, dance and theater education programs to provide a professional stage experience for more than 800 students.



The following organizations are essential to making performing arts dreams a reality on our stage:

- AHA! Santa Barbara
- Crane School
- Girls Rock
- Gustafson Dance
- Montecito Union & Cold Spring Schools
- Nebula Dance
- Santa Barbara Vocal Jazz Foundation
- Santa Barbara Youth Ensemble Theatre
- Santa Barbara Youth Symphony
- State Street Ballet Young Dancers

*"I was scared to go on the stage because I had stage fright. But now ... I'm in the very front!" – Santa Barbara Vocal Jazz participant*



### expenses

Rental Operations	41% (1,181,371)
Program Expense	31% (884,597)
Employee Costs	21% (606,821)
Fundraising	4% (115,963)
Management & General	3% (80,504)

### income

Rental Operations	35% (1,049,868)
Programs & Presentations	22% (640,163)
Endowment Interest	3% (84,674)
Individual Donors	23% (669,025)
Board of Directors	5% (163,256)
Foundations/Government	9% (267,300)
Corporate Sponsors	2% (70,336)
Lobero Theatre Associates	1% (39,186)





## Get Involved

The Lobero Theatre Foundation was established as a 501c(3) non-profit organization in 1938 to act as stewards for, and to raise funds to maintain and operate an important historic institution. As committed managers of this community treasure, we ask for your partnership.

Please consider making a contribution to the Lobero Theatre Foundation today. We have a variety of programs available to ensure your gift supports something close to your heart.

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### Designate your gift to:



The Brubeck Circle supporting outstanding performances and ongoing jazz music education in local schools.



Youth & Community Outreach programs, which guarantee the Lobero remains an accessible stage for young artists and low-income individuals.



The Lobero Fund, which supports all the great work happening behind-the-scenes, from performance subsidies to the preservation of an important historic building.



The Heritage Fund, a Legacy gift that can be designated to one of our performance pillars (American Roots, Dance, Theatre, Classical Music or Youth Performances), or to the ongoing preservation of the iconic Lobero Theatre.

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*Please consider making a commitment to the Lobero Theatre Foundation today.  
Make an online gift at **Lobero.org** or contact **Brandon Mowery at 805.679.6009***

***Or text LOBERO to 41444***