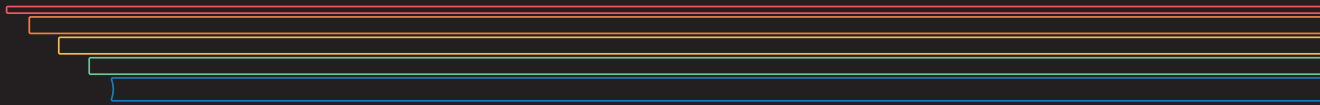




# Donor Information 2023-24





# Support local theatre.

Your support allows us to continue our mission: Our company of storytellers harness the art of live performance for the community. Through established plays, new works, and dynamic educational programming, we provide experiences designed to bring enrichment to all.



**Donate today at  
[LibertyTheatreCompany.org](https://LibertyTheatreCompany.org)**



# Table of Contents

<b>Mission, Vision, and Values</b> .....	4
<b>Leadership Biographies</b> .....	5
<b>Board, Staff, and Artist Council</b> .....	7
<b>Business Plan</b> .....	8
<b>Company 3-Year Budget</b> .....	10
<b>Production Season 2023-24</b> .....	11
<b>This Season's Innovations</b> .....	13
<b>How to Give</b> .....	15

# Mission, Vision, and Values

## Mission

Our company of storytellers harnesses the art of live performance for the community. Through established plays, new works, and dynamic educational programming, we provide experiences designed to bring enrichment to all.

## Vision

To create a lasting home for innovative theatre that transports, delights, and inspires.

### **Artists**

We rely on our corps of artists to provide a high standard of excellence in all areas of theatre artistry and production.

### **Bravery**

We pledge to listen to the Social Conscience and bravely promote the artistry, artists, and causes of the future.

### **Community**

We value the individuals, groups, and businesses that compose this place we call home, and we strive to serve their needs.

### **Creativity**

We believe that imagination is our greatest tool and will nurture joy, innovation, and creativity on our stage.

### **Education**

We enrich artists and audiences through education, internships, and performance.

### **Inclusion**

We believe it is our responsibility to showcase the true diversity of our world on our stage and in our audience. We embrace people of all heritage, genders, ability, income, identity, faith, sexuality, and nationality.

## Values

# Leadership Biographies



## Claudia McCain

### Board President

Claudia has lived and worked in the Wood River Valley since 1979. She spent her professional career involved with the visual and performing arts as well as arts advocacy. After receiving her BFA from Stephens College, she worked at Somerhill Gallery in Chapel Hill, North Carolina. From 1985 to 1997, she was co-owner of River Run Gallery in Ketchum, Idaho. When the gallery closed, she continued to own and manage the property until 2021. Claudia has been acting and directing for many years, earning her Actors' Equity card in 2000.

### Non-Profit Work:

- Co-founded and presided over the Wood River Arts Alliance, the former arts council for the Wood River Valley, for 21 years and continues to organize yearly meetings for arts organizations.
- Board Member of the Sun Valley/Ketchum Chamber of Commerce (1992-94); served as President from 1993-94.
- Board member of the Sun Valley Gallery Association (1985-1997), acting as President for a portion of those years.
- Voted "Arts Advocate of the Year" by the Chamber of Commerce in 1997.
- Served on the board of The New Theatre Company and Sun Valley Repertory Co.
- Oversaw development of the Ketchum Arts Commission and served as President from 2009-2015. Presently she is in the second year of her second term as a KAC board member.
- Vestry member of St. Thomas Episcopal Church (2018-2020).
- Current member of the SUN Airport Art Committee for Friedman Memorial Airport.
- Current member of Actors' Equity Association



## Tim Black

### Board Vice President

Tim has been a cabinetmaker in the Wood River Valley since 1980 and built sets for Company of Fools for over twenty years. He considers himself fortunate to be able to work with TLTC.

Tim moved to the valley on a full-time basis in 1977 after graduating from college. In 1982, he hung out his shingle as a custom cabinet maker. He married his wife, Christie, then had two children in 1990.

When Company of Fools moved into the valley, Tim introduced them to the Hailey Rotary Club, where he was a member. That led to his involvement in building all of their sets for a long period. It was a magical time of creativity and collaboration. He joined Company of Fools' board of directors during this time and served as president for two terms.

After the merger of Company of Fools and Sun Valley Center for the Arts, Tim joined that board to bring some institutional memory to the new organization. He loves the magic of live theatre.



# Naomi McDougall Jones

**Executive Director / Artistic Director**

Naomi McDougall Jones is a storyteller and changemaker.

From 2011 to 2016, Naomi served as the Artistic Director for Theater Masters – a New York City and Aspen, Colorado-based company dedicated to nurturing, developing, and producing the work of the next generation of American playwrights on a national scale. Among other things, she oversaw the growth of the National MFA Playwrights Festival, each year producing the work of the top 10 playwrights out of the top national MFA programs, jump-starting the early careers of writers who have gone on to win Obie Awards, Tony Awards, Emmy Awards, and a Pulitzer Prize. Before becoming Artistic Director of Theater Masters, Naomi served as their Managing Director from 2006 to 2011.

Naomi has written, acted in, and produced two award-winning feature films. The first, *Imagine I'm Beautiful* (2014), collected 12 awards on the film festival circuit before receiving a theatrical and digital distribution deal and is now available on Amazon Prime. Her second feature, *Bite Me* (2019), was released via a paradigm-shifting three-month, 51-screening, 40-city Joyful Vampire Tour of America that took the country by storm, and is now available on iTunes, GooglePlay, and Amazon. She is currently at work on her next two feature films: *Hammond Castle*, an adult fairytale for which she received the honor of being the first artist in residence at the final home of Ernest Hemingway in Sun Valley, Idaho, and *The Control Room*, a psycho-sexual thriller co-written with Christian Coulson.

Naomi is an advocate and thought leader for bringing gender parity to cinema. Her writing on this topic has appeared in *The Atlantic*, *Ms. Magazine*, and *Salon.com*, and she gave a virally sensational TED Talk, "What it's Like to Be a Woman in Hollywood," which has now been viewed over 1 million times and can be seen on TED.com. Naomi's first book, *The Wrong Kind of Women: Inside Our Revolution to Dismantle the Gods of Hollywood*, debuted as a #1 Amazon bestseller and received an electric critical response, with *The Christian Science Monitor* calling it "...an outpouring of passion that will change the ways in which movies are seen," and is now available wherever books are sold. Naomi has been a guest speaker at NYU, Columbia, Harvard, and Cambridge, and her book is on the curriculum at colleges and universities around the globe. Naomi is currently at work on her second book, *Wytch: Vivisection of a White Woman by the Ghost of Ernest Hemingway and a Whole Host of Ancestors*.

She is a founder of The 51 Fund, a private equity fund dedicated to financing films by women. Their films *Cusp* and *Shayda* both premiered at the Sundance Film Festival and won a Special Jury Prize and the Audience Award, respectively.

# Board, Staff, and Artist Council

## Board

**President**

Claudia V. McCain

**Vice President**

Tim Black

**Secretary**

Jane Rosen

**Treasurer**

Joan Davies

**Members**

Thomas Andrews

Gwynn August

Jackie Cole

Sheila Summers

## Staff

**Executive Director / Artistic Director**

Naomi McDougall Jones

**Production & Company Manager**

Tess Makena

**Director of Marketing & Community Engagement**

Chris Carwithen

## Artists Council

David Janeski

Courtney Loving

Tess Makena

Joel Vilinsky

# Business Plan

## Executive Summary

The purpose of The Liberty Theatre Company is to operate a theatre company for the presentation of theatre productions, including, but not limited to, plays, musicals, concerts, lectures, and other artistic presentations. The company will also provide education support to the local schools and adult education programs to promote arts and cultural activities in the Wood River Valley.

### A. Objectives

1. Operate as an Equity Small Professional Theatre (SPT) to sustain professional theatre in Hailey and the greater Wood River Valley.
2. Provide accessible and enriching theatrical, musical, and cultural events for the community.
3. Promote understanding between cultures and serve as a catalyst for positive conversation within the community on local, national, and international issues, with awareness of minorities and other public interest constituencies.
4. Grow ongoing financial support for programs and operations.

### B. Business Philosophy

1. The Liberty Theatre Company intends to cultivate funding through individual contributions, corporate and foundation gifting, grants, and local fundraising efforts. The company will also utilize the sale of ads, merchandise, concessions, and tickets to supplement income.

### C. Products and Services

1. Live theatre productions, play readings, and musical and community events.
2. In-school and after-school theatre education programs for youth.
3. Adult theatre education classes, workshops, and intensives.

### D. Ticketing Model

1. The standard ticket price for mainstage productions will be \$30-50.
2. For at least the next three years - starting with our 2023/24 season - we will offer Pay-What-You-Feel Local's Season Passes to raise awareness of TLTC, increase attendance to our productions, and accessibility of live theatre for all community members, recognizing that many in our community cannot afford standard ticketing prices

## Marketing Plan

### E. Marketing Objectives

1. Promote theatre productions.
2. Create promotional materials to support donor engagement from individuals, grants, corporations, and foundations.
3. Maintain audience engagement between productions.
4. Attract talented performers, stage managers, directors, designers, and technicians.
5. Engage volunteers to participate in our endeavors.

### F. Marketing Tools

1. Personal and professional contacts
2. Audience word of mouth
3. Website
4. Social media posts
5. Targeted ads on social media
6. Newspapers
7. Visit Sun Valley
8. The Wood River Valley Chamber of Commerce
9. Video content
10. Radio (ads + interviews)
11. Community events and promotional performances
12. Classes
13. Merchandise
14. Mailing list (MailChimp)
15. Posters / Flyers
16. Volunteers
17. Brochures
18. Playbills
19. Community business partnerships



# Economics

## G. Features

1. A broad variety of theatrical productions: plays, musicals, concerts, lectures, and other artistic presentations.
2. Exposure to professional artists, both local and national.
3. Providing opportunities for students to have professional artists assisting local theatre educators with in-class training as well as adult education classes.
4. Size of market: Wood River Valley has a population of 25,792 with an influx of visitors during peak tourist season
5. Inclusivity: A flexible ticketing model to encourage a wide variety of audiences.
6. Presentation of a broad diversity of perspectives, cultures, and life experiences represented in our productions with the goal of future productions in other languages (especially Spanish to reach our Spanish-speaking community members).

## H. Customers

1. Wood River Valley residents, second homeowners, and visitors.

## I. Competition

1. Other local theatre companies, including Field Daze, Laughing Stock Theatre, Sawtooth Productions, The Spot, and St. Thomas Playhouse. However, we see this variety of theatre companies in the Wood River Valley as a supportive ecosystem in which each group serves different needs for the community. We are proud to support and collaborate with all these groups.

## J. Ticket Pricing

1. The standard ticket price for mainstage productions will be \$30-50.
2. For at least the next three years – starting with our 2023/24 season – we will offer Pay-What-You-Feel Local's Season Passes to raise awareness of TLTC, increase attendance at our productions, and increase accessibility of live theatre for all community members, recognizing that many in our community cannot afford standard ticket prices.
3. Reduced ticket prices for educators, first responders, seniors, and students.

# Operational Plan

## K. Staff

1. Artistic Director / Executive Director
2. Production & Company Manager
3. Director of Marketing & Community Engagement
4. Internship opportunities for local students

## L. Artist Council

1. The Artist Council is a decision-making panel of artists who determine the company's production season by fulfilling the mission, vision, and values of the company.

## M. Board

1. TLTC shall have no fewer than nine and no more than thirteen persons as determined by the Board of Directors; provided that the corporation shall, at all times, have an odd number of directors.



# 3-Year Budget Projections

*\*A note about our revenue projections: Due to funds that were left to TLTC after the "Relight the Liberty" Capital Campaign, we were blessed to have a sizable surplus out of our 2022/23 season, which grants the company a buffer as we grow and mature. For this reason, over the next three years, our revenue should steadily increase, while our previous year carryover will decrease.*

	SEASON 2023/24	SEASON 2024/25	SEASON 2025/26
<b>REVENUE</b>			
Tickets, Merchandise, Ad/Sponsorship Sales	\$74,220.47	\$85,000.00	\$90,000.00
Contributed Income / Fundraising	\$200,000.00	\$350,000.00	\$400,000.00
<b>Total Revenue</b>	<b>\$274,220.47</b>	<b>\$435,000.00</b>	<b>\$490,000.00</b>
Previous Year Carryover	\$472,477.23	\$249,409.91	\$65,584.91
<b>EXPENSES</b>			
<b>STAFFING</b>	<b>\$139,000.00</b>	<b>\$190,000.00</b>	<b>\$190,000.00</b>
<b>OVERHEAD</b>	<b>\$108,466.19</b>	<b>\$118,964.42</b>	<b>\$121,582.61</b>
Storage Rental	\$15,697.00	\$14,197.00	\$14,197.00
Phone	\$1,422.50	\$1,458.06	\$1,494.51
Internet	\$305.00	\$310.00	\$315.00
Theatre Equipment Maintenance	\$515.00	\$530.00	\$545.00
Insurance	\$2,940.00	\$3,093.00	\$3,170.33
Health Insurance	\$1,277.16	\$1,309.09	\$1,341.82
Office Supplies and Postage	\$1,575.00	\$1,614.38	\$1,654.73
Development	\$28,700.00	\$29,417.50	\$30,152.94
Marketing	\$37,500.00	\$38,437.50	\$39,398.44
Accounting Services	\$5,250.00	\$5,381.25	\$5,515.78
Legal	\$5,250.00	\$5,381.25	\$5,515.78
Office Space	\$0.00	\$9,600.00	\$9,840.00
Contingency	\$8,034.53	\$8,235.40	\$8,441.28
<b>PROGRAMMING</b>	<b>\$249,821.60</b>	<b>\$254,728.47</b>	<b>\$263,921.68</b>
Artists, Director, Designers, Production Crew	\$157,896.78	\$157,896.78	\$161,844.20
Set / Costumes / Lights / Sound	\$29,350.00	\$30,817.50	\$31,587.94
Performing Rights	\$9,500.00	\$9,737.50	\$9,980.94
Education Staff	\$5,000.00	\$7,000.00	\$10,000.00
Licensing (Design software, concessions, etc)	\$828.00	\$848.70	\$869.92
Venue Rental	\$35,000.00	\$35,875.00	\$36,771.88
Contingency	\$12,246.82	\$12,552.99	\$12,866.82
<b>Total Expenses</b>	<b>\$497,287.79</b>	<b>\$563,692.89</b>	<b>\$575,504.29</b>
<b>End of Year Balance Sheet</b>	<b>\$249,409.91</b>	<b>\$120,717.01</b>	<b>\$35,212.72</b>

# 2023-24 Production Season



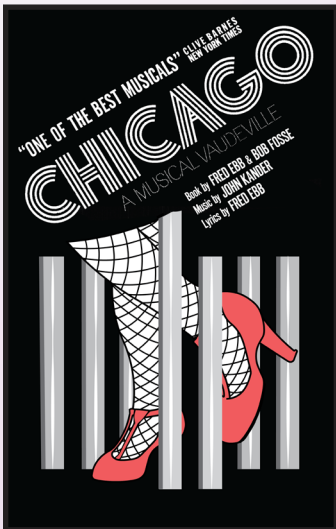
## Desdemona, A Play About a Handkerchief

**July 6-23**

**By Paula Vogel**

**Directed by Veronica Moonhill**

This rowdy, hysterical, feminist update on Othello is written by Paula Vogel, Pulitzer Prize-winning playwright of *How I Learned to Drive*, and serves as the perfect addition to summer fun in Hailey. As the wrongly accused and long-suffering wife of Shakespeare's tragic Moor, Othello, Desdemona has long been viewed as the "victim of circumstance." But as Paula Vogel demonstrates in her comic deconstruction of Shakespeare's play – aligning tongue-in-cheek humor while raising serious questions as to the role of women through the ages – Desdemona was far from the quivering naif we've all come to know.



## Chicago

**October 4-28**

**Written by Bob Fosse**

**Music/Lyrics by John Kander & Fred Ebb**

**Directed by Naomi McDougall Jones**

**Music Direction by R.L. Rowsey**

**Choreography by Sami Bass**

TLTC's production of *Chicago* will be an immersive experience, seating audiences in the den of a 1920s speakeasy and serving up a tall drink of glitz and glamor. Broadway's longest-running American musical, *Chicago* is a dazzling and satirical look at fame, justice, and the media machine. Based on real-life murders and trials, *Chicago* follows Roxie Hart, a wannabe vaudevillian star who murders her lover and is arrested, despite her attempts to convince her pushover husband, Amos, to lie for her. *Chicago* is a musical spectacular that is as addictive as gossip and as unforgettable as any trial of the century.



## 24-Hour Theatre Festival

**November 5**

**Written & directed by ... you?**

Throughout the numerous times you've attended the theatre, there's surely been a time or two when you've thought to yourself, "Yeahhhh, I can do that." Well, now's your time to find out.

At 6 p.m. on November 4, all interested participants will gather in chosen or assigned teams and will be given parameters of the kind of play they're going to create. 24 hours later, they'll return to perform their play in front of a live audience. This is your chance to create a play alongside professional theatre artists! Everyone is welcome, from novices to pros and from kids to adults. The only requisite: a love of theatre and a knack for fun.



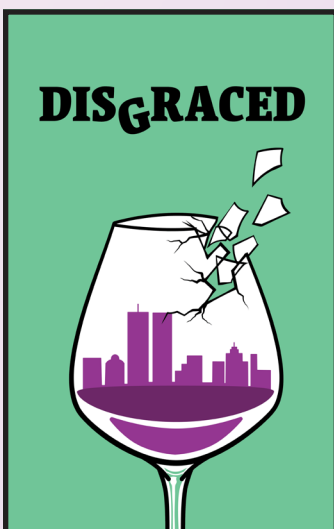
## Hammond Castle

**December 15-17**

**By Naomi McDougall Jones**

**Directed by Nat & Veronica Moonhill**

A soon-to-be-filmed motion picture script, written by TLTC's Naomi McDougall Jones, Hammond Castle will be presented as a 3-night Live Staged Radio Play! Featuring an on-stage Foley artist creating sound effects alongside a full cast, this fairytale for grown-ups is the story of a 7-month -pregnant failed actress who becomes entangled with the power-hungry ghost of a long-forgotten inventor hell-bent on fame. He draws her into a glamorous, ghost-filled fantasy, and together they hatch a dangerous plan to secure both their legacies ... at a terrible cost.



## Disgraced

**February 15-March 3**

**By Ayad Akhtar**

**Directed by Catherine Eaton**

TLTC's season finale will feature a blend of local artists and professional New York talent. In Disgraced, Pulitzer Prize-winning playwright Ayad Akhtar confronts Western views of Islam, both romanticized exoticification and prejudice. The play asks how three major world religions – Islam, Christianity, and Judaism – instill and ingrain values that can create cultural bias, and the way the lens of our religious upbringing affects the way we view the world. The "disgrace" of the title refers to both the shame within the Muslim religion inflicted on those who separate from the faith, and the shame that occurs in Western society that demands that followers of Islam defer to and make up for the unsavory aspects of the Western stereotypes associated with the religion. Disgraced questions the notion of radicalization in religion and the way anger results from subjugation and colonization.

# This Season's Innovations

We are pleased to draw your attention to some innovations that we're bringing to our 2023/24 season.

## Pay-What-You-Feel Season Local's Pass

For the first time ever, during the month of June 2023, TLTC offered a Pay-What-You-Feel Season Local's Pass, giving audiences the opportunity to pay any amount they wished to attend all five of our season productions. Our company engaged in an enthusiastic effort to spread the word about these passes, not only to the usual theatre-going community in the Wood River Valley, but also to new audiences, including those who might not be able to afford theatre at its usual price point. This included a grassroots door-knocking campaign, during which we brought materials and had conversations at over 500 homes in Hailey. The uptake on these passes exceeded our wildest expectations, and we sold over 600 passes – an astonishing achievement when you consider that the average attendance at any theatre production by any local company across the run of a single show is around 350 tickets sold. Based on additional single-ticket sales during the run of our first show of the season, we anticipate that our marketing efforts, combined with these passes, will result in at least a 156% increase in attendance over last season and, importantly, create access for communities that do not usually have the opportunity to attend theatre.

## Doubled Educational Funding

We are proud to have doubled our educational budget this season, meaning that our teachers, Melodie Taylor-Mauldin and Andrew Alburger, will be able to double their in-class time and support for our local high school theatre departments and can begin working with local middle school students as well. TLTC's work in the schools provides vital support to underfunded in-school drama programs and offers more theatre-related opportunities for local students.

## Inaugural High School Internship Program

TLTC has long dreamed of involving high school interns in its productions to assist and learn under our world-class professional artists. We are thrilled to be launching a pilot of this program this year. High school sophomore Lizzie Loving has signed on to be the Assistant Director under Naomi McDougall Jones for our fall production of Chicago. By sitting in on production meetings and rehearsals and actively collaborating with Naomi and her team, Lizzie will have the opportunity to learn firsthand how a professional director conceives, designs, and executes a vision for a show – an opportunity that few high school students anywhere in the country receive. In future years, we hope to expand this program to include internship opportunities in lighting, sound, costume, and set design.



## Combining Cutting-Edge National and Talented Local Artists

TLTC believes that the job of a local professional theatre company is to celebrate and nurture local talent – particularly when there is an abundance of local talent, as there is in the Wood River Valley – while continually bringing cutting-edge national artists into our community and productions.

As our 2023/24 season overflows with amazing and beloved local performers, designers, and directors, we are proud to be importing an exciting lineup of out-of-town artists to collaborate with them. These include:

- **Veronica Moonhill, director of *Desdemona***  
Founder of SkinHorse Theatre Company in New Orleans and an award-winning film director who recently served as Assistant to the Director on the major motion picture *Where the Crawdads Sing*
- **Sami Bass, choreographer for *Chicago***  
New York-based choreographer, dancer, filmmaker, and Indigenous healer
- **Catherine Eaton, director for *Disgraced***  
Emmy Award-winning filmmaker, teacher of screen directing at Harvard University, and acclaimed theatre director and actress



## 24-Hour Theatre Festival

For the first time, TLTC is providing the Wood River Valley community a way to not only see our shows, but to actually be in them! On November 5, we are offering a wild, fun, and unique opportunity for anyone and everyone to create a series of short plays with us over the course of 24 hours. This provides the chance for amateurs, theatre-lovers, children, families – anyone at all – to have the experience of making theatre with the local professionals they admire and adore!



# How to Give

The Liberty Theatre Company is 501(c)(3) non-profit and can accept tax-deductible donations.

## Donations can be made:

### By credit / debit card

On our website: [libertytheatrecompany.org](http://libertytheatrecompany.org)

Over the phone by contacting our office: (208) 582-8388

### By check

Addressed to

The Liberty Theatre Company, LLC  
P.O. Box 2001  
Hailey, ID 83333

### On a monthly or quarterly basis

Ongoing donations can be set up automatically through the "Donate" button on our website, [libertytheatrecompany.org](http://libertytheatrecompany.org), by changing the "frequency" status to "Recurring" at the time that you make your first donation.

### IRAs, Stocks, or Bequests

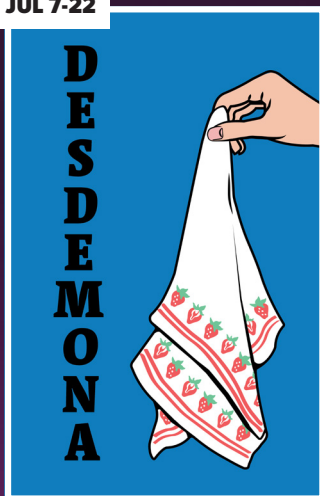
If you would like to donate to TLTC through any of these means, please contact us at [info@libertytheatrecompany.org](mailto:info@libertytheatrecompany.org) and we would be happy to assist.



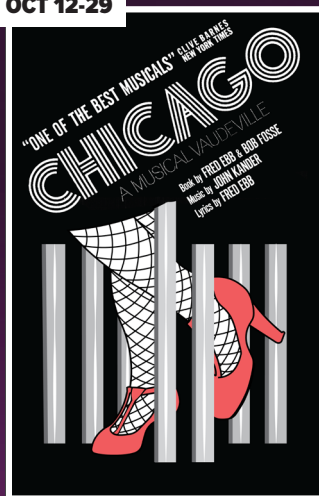
# THE LIBERTY THEATRE CO

## Season 2023/24

JUL 7-22



OCT 12-29



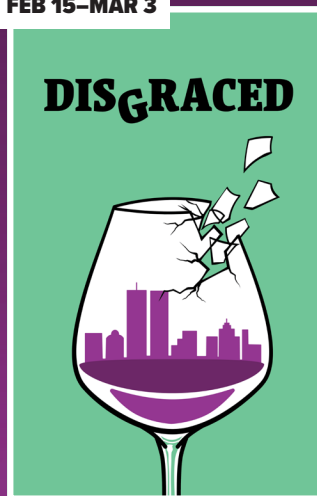
NOV 5



DEC 15-17



FEB 15-MAR 3



More info and show tickets at  
[LibertyTheatreCompany.org](http://LibertyTheatreCompany.org)