

2022 IMPACT REPORT



Starlight



Rich Baker
President + C.E.O.



Lindsey Rood-Clifford
C.O.O. and Incoming
President + C.E.O.

IN 2022, STARLIGHT RETURNED TO A STATE OF **VIBRANCY.**

Guests filled our seats, buzzing with the energy of live performances once again. The team worked with our community as we expanded relationships and welcomed new partners. We announced that Rich Baker would be retiring as Starlight's President + C.E.O. at the end of March 2023 and that current V.P. of Philanthropy and C.O.O. Lindsey Rood-Clifford would succeed him. Lindsey has been a long-time member of the Starlight family and will be the first female C.E.O. in the history of our organization.

As we look to the future, we pause to celebrate Starlight's accomplishments in 2022. Thank you for being a part of the Starlight community, for supporting our mission, and for recognizing the importance of the arts in Kansas City!





EVENTS

269,132 guests

152 live events

8 Broadway shows /
39 performances

26 Concert events

33 Concert
season ticket holders

8,257 Broadway
season ticket holders

168 groups attended a
Broadway performance

SUPPORT

5,770 hours served by
volunteer Ambassadors

10,683 donors

ENGAGEMENT

30,140 people
engaged with
community programs

13,697 FREE Broadway
tickets distributed to
175 nonprofits

88 Kansas City-area
school partnerships

12 summer interns

6,400 workforce
development
internship hours

BY THE NUMBERS



2022 OPERATING REVENUE
\$21,861,060

- 72% - Ticket Sales
- 17% - Parking & Concessions
- 8% - Charitable Contributions
- 3% - Marketing Sponsorships



2022 OPERATING EXPENSES
\$24,502,120

- 52% - Production Costs
- 13% - Box Office & Marketing
- 12% - Front of House & Concessions
- 6% - Facility Maintenance
- 6% - Depreciation
- 6% - Admin & I.T.
- 3% - Community Engagement
- 2% - Fundraising

Categories less than 1% are not reflected in the above charts.

For a full list of Starlight 2022 performances and events, please refer to the digital 2022 Impact Report on our website at www.kcstarlight.com.

COMMUNITY BUILDING



SWOPE PARK COMMUNITY TOWN HALL

In partnership with the Center for Neighborhoods, Starlight hosted 100 residents from the Swope Park area to experience dinner, see *Sister Act*, and invite conversation on how Starlight can better serve as a community resource.



ARTS SYMPOSIUM

Dedicated to supporting arts education, Starlight hosted the 2022 Kansas/Missouri Arts Integration Symposium. More than 100 educators from 15 counties in the Kansas City Metropolitan area received training on utilizing arts integration techniques in their community classrooms.

STUDENT ACCESS



STUDENTS EXPERIENCE MONET & FRIENDS ALIVE

This year, in partnership with Kansas City Public Schools and Kansas City, Kansas Public Schools, twelve middle schools experienced the power of creativity in an immersive environment. Almost 400 students received free access thanks to our generous donors.



TRAINING FUTURE TECHNICAL PROFESSIONALS

Starlight piloted a 3-week program for students to learn about technical theatre elements including lighting, scenic, costuming, and stage management. Students learned alongside Starlight's self-produced show, *Sister Act*, thanks to funding from the National Endowment for the Arts.

STARLIGHT DONORS | DONATIONS MATTER

Support from donors enhances the Starlight experience for everyone. Charitable contributions make the magic of Starlight possible, from thrilling Broadway shows and concerts to impactful community engagement programming to world-class events. We appreciate your support!

^ = GALA

* = COMMUNITY ENGAGEMENT

+ = STARRY NIGHT

LEGEND (\$25,000+)

Rick & Cathy Baier Family Foundation^
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Cynthia Wymore

This list reflects donations made between January 1, 2022, and December 31, 2022.

Please contact Megan McCranie at **816-997-1153** or megan.mccranie@kcstarlight.com with questions or corrections. We apologize for any errors or omissions.

2022 PROGRAMMING



2022 AdventHealth Broadway Series

Waitress
Hairspray
Anastasia
Sister Act
The Prom

Weekend Specials

Oklahoma!
Riverdance
Blue Man Group

2022 Creative Programming

Van Gogh Alive
Monet and Friends Alive
Starlight Indoors: The Crown Live!

2022 Capitol Federal Concert Series

H.E.R.
Ben Rector
Phoebe Bridgers
AJR
HAIM
Lord Huron
Rex Orange County
REO Speedwagon + Styx
Bon Iver
Chicago + Brian Wilson
Barenaked Ladies
Third Eye Blind
Brandi Carlile
Chris Isaak + Lyle Lovett
Maren Morris
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Vice Chair, Marketing

Sabrina Wiewel

Vice Chair, Philanthropy

Amy Guerich

President of the Association

Richard Baker

Treasurer of the Association

Mandi Wright

Board of Directors - Members

Aviva Ajmera
Denise Bade
Robert M. Barnes
Becky Blades
Wendy Burgess
Jeff Carson
Michael Collins
Michael Condon
Nikki Emison
Ed Enyeart
Jill Farrell
Anita B. Gorman
Richard Heise
Robert Hingula
Jenny Housley
Heather Jones
Kevin Kelly
Michael Knecht
Michael T. Lanning
Dr. Troy Nash
Greg A. Reid
Daniel C. Schulte
Christopher Stine
Angelo Trozzolo
Mark Van Dyne
Vanessa Vaughn West

Past Board Chairs - Ex-Officio Board Members

Charles W. Battey
Robert A. Bernstein
Dianne Cleaver
James D. Dawson
Steve Doyal
Peggy J. Dunn
Greg M. Graves
Shirley Bush Helzberg
Jack W. Kennedy
Michael F. Morrissey
John Murphy
Carolyn Watley
W. Russell Welsh

Young Friends of Starlight Chair - Ex-Officio Board Member

Elise Jones

City of Kansas City, Missouri - Ex-Officio Board Members

Councilwoman Ryana Parks-Shaw

Office of the Mayor Kansas City, MO Designee

Chris Cotten

City of Kansas City, Missouri Parks and Recreation Director

Councilwoman Heather Hall

City Manager Kansas City, MO Designee

Scott Wagner

City of Kansas City, Missouri Parks and Recreation Board of Commissioners Designee

Starlight Staff Leadership

Rich Baker

President + C.E.O.

Lindsey Rood-Clifford

C.O.O. and Incoming President + C.E.O.

Kent Anadel

V.P. of Production

Deb Churchill

V.P. of Operations

Caroline Gibel

Director of Programming

Jacques' Hassen

Director of Human Relations

Alex Jones

V.P. of Community Engagement

Andrew Lang

Director of Philanthropy

Ken McClain

Director of Ticket Services

Bess Wallerstein Huff

V.P. of Marketing + Sales

Bill Waugh

V.P. of Concerts + Information Systems

Mandi Wright

V.P. of Finance + C.F.O.

2022 COMMITTEES

COMMUNITY ENGAGEMENT COMMITTEE

Vice Chair: Nancy Whitworth
McCownGordon Construction

Robert Hingula
Polsinelli

***Mollie Stephens**
KC CARE Health Center

Michael Condon
IMA Financial

Jenny Housley
Blue Cross Blue Shield of KC

***Gene Willis**
GEHA

Nikki Emison
North Kansas City Hospital

Heather Jones
Seigfreid Bingham

^Mark Fortino
Country Club Bank

Michael Knecht
AdventHealth

EMPLOYEE EXPERIENCE COMMITTEE

Vice Chair: Lesley Elwell
Evergy

***Jolene Mead**
PortKC

***Annie Calvert**
Shook, Hardy & Bacon

***Juaquan Herron**
Alzheimer's Association

Vanessa Vaughn West
Lathrop GPM

^Mark Fortino
Country Club Bank

Robert Hingula
Polsinelli

Carolyn Watley
CBIZ

FACILITIES COMMITTEE

Vice Chair: Augie Huber
A.L. Huber Construction

Mike Lanning
US Asset Management Services

***Justin White**
Hunt Midwest

***Ashley Baker**
Henderson Building Solutions

***Kristen Pugh**
Kansas City Chiefs

^Mark Fortino
Country Club Bank

Mark Van Dyne
Burns and McDonnell

***Tom Waggoner**
T Waggoner Design & Consulting

FINANCE COMMITTEE

Vice Chair: Rob Wolf
KPMG

Michael Collins
Grayson Capital LLC

Chris Stine
JP Morgan Chase

***Mallory Antle**
Deloitte

Kevin Kelly
U.S. Federal Properties Co., LLC

Carolyn Watley
CBIZ

Robert Barnes
Bryan Cave Leighton Paisner LLP

Richard Heise
Commerce Bank

***Rob Wolf**
KPMG

Ed Enyeart
Bardavon Health Innovations

***Stanton Parker II**
Ernst & Young

^Mark Fortino
Country Club Bank

Ora Reynolds
Hunt Midwest

GOVERNMENT AFFAIRS COMMITTEE

Vice Chair: Dean Newton
Delta Dental of KS

Anita Gorman
Lifetime Member

^Scott Wagner
Board of KC Parks & Recreation
Commissioners

***Chelsea Chaney**
American Family Insurance

Dr. Troy Nash
Newmark Zimmer

^Mark Fortino
Country Club Bank

Christopher Cotten
KC Parks and Recreation

^Councilwoman Heather Hall
1st District, Kansas City, MO

***Mark Coulter**
PortKC

^Councilwoman Ryana Parks-Shaw
5th District, Kansas City, MO

MARKETING & SALES COMMITTEE

Vice Chair: Sabrina Wiewel
Hallmark

Jill Farrell
American Century Investments

***Mariah Shields**
Hallmark

Aviva Ajmera
SoLVE KC

***Ramsey Mohsen**
Everhance LLC

Angelo Trozzolo
Trozzolo Communications Group

Becky Blades
StARTistry

Greg Reid
BoomDeYada, LLC

***Carey Wilkins**
Evolytics

Jeff Carson
Enterprise Bank

Ora Reynolds
Hunt Midwest

^Mark Fortino
Country Club Bank

PHILANTHROPY COMMITTEE

Vice Chair: Amy Guerich
Stepp & Rothwell

Terry O'Toole
Kansas City Transportation Group

Dan Schulte
Schulte Ventures

Denise Bade
Lockton

***Ashley Hutcheson**
JE Dunn Construction

***Amber Struemp**
McCownGordon Construction

Wendy Burgess
RDD Family Office

Ora Reynolds
Hunt Midwest

^Mark Fortino
Country Club Bank

^Denotes ex-officio status. Board Chair is an ex-officio member of all committees.

***Denotes a community volunteer.**

2022 COUNCILS

BUSINESS ADVISORY COUNCIL

Co-Chair: Bill Briggs
Deloitte

Co-Chair: Kasey Vena
Newmark Zimmer

Jeff Anthony
McCarthy Auto

Eric Beckerle
Commerce Trust Company

Bill Briggs
Deloitte

Robin Dayton
Dayton Dynasty Realty

Sammi Dodson
Olathe Ford Lincoln

John Gregory
CFG

Courtney Kounkel
Monarch

Sherry Lumpkins
Blue Symphony

Amber Miller Manning
The Miller Group

Dean Newton
Delta Dental of KS

Jason Parson
Parson + Associates

Morgan Saxena
Research Medical Center

PLANNED GIVING ADVISORY COUNCIL

Chair: Wendy Burgess
RDD Family Office

Shellie Billau
Midwest Trust

Don Dagenais
Lathrop GPM (Retired)

Amy Guerich
Stepp & Rothwell

Jenna Hauschild
FORVIS

Stacey Janssen
Janssen Estate, Probate and Elder Law

Doug Jones
Filmmaker (Retired)

Jonathan Klem
UMB

Tiffany Owens
Bank of America

Todd Randol
Heartland Estate Law

Jonathan Staton
Great Plains Trust & Asset Mgt

YOUNG FRIENDS OF STARLIGHT

EXECUTIVE COMMITTEE

Chair - Elise Jones
Academy Bank

Secretary - Jolene Mead
Port KC

STEERING COMMITTEE

Mallory Antle
Deloitte

Ashley Baker
Henderson Engineers

Justin Begnaud
Freelance

Mary Burford
PepsiCo

Lexie Clark
University of Kansas Medical Center

Denise Dibben
Strike2

Grace Magott
KPMG

Cody Mortensen
Cerner

Mackenzie Nelson
Lathrop GPM

Jessica Peel
Polsinelli

Maggie Reyland
Dairy Farmers of America

Racquel Rodriguez
Fox4

Mariah Shields
Hallmark

Jenna Smith
Trozzolo

Mollie Stephens
KC CARE Health Center

Amber Struempf
McCownGordon Construction

Elaina Paige Thomas
The Next Paige/KC Friends of Alvin Ailey

Josh Weber
Shamrock Trading Corporation

Kristen Whalen
AssuredPartners, Inc.

Chapman Williams
Farmers Insurance

Denton Williams
The Children's Place

VISION STATEMENT

Enriching our region by presenting outstanding live performances in Kansas City's premier entertainment landmark, where performing arts share center stage with education.

MISSION STATEMENT

Starlight is dedicated to producing, presenting, and promoting an exceptional arts experience by delivering accessible live entertainment for all audiences, superior theatre arts education, impactful outreach programs, and events that utilize this iconic city-owned venue.



4600 Starlight Road | Kansas City, MO | 64132 | (816) 363-7827
A 501(c)(3) nonprofit organization

