2023 IMPACT REPORT HEBRATING UR ENCORE

TUS

Starlight

ENCORE:

A SECOND ACHIEVEMENT ESPECIALLY THAT SURPASSES THE FIRST

2023 marked a year of achievements that brought change while celebrating the legacy of Starlight. We welcomed new President + C.E.O. Lindsey Rood-Clifford – the first woman to serve in this role in Starlight's 75-year history. We launched a new strategic plan to guide our priorities; unveiled a new mission, vision, and organizational values to align our work; and publicly launched our first major capital campaign in nearly 20 years.

Alongside many achievements, Starlight also faced a significant financial impact. Due to inclement weather and a canceled national tour, Starlight saw an unrealized loss of 20% of its budgeted performances – resulting in an operating deficit of nearly \$1.7 million.

Our work of engaging the next person who would benefit from the Starlight tradition continues. We look forward to celebrating our encore with you!

STRATEGIC PLAN:

Starlight's new three-year strategic plan was unveiled with one overarching objective: to advance our organizational model to support sustainable growth. By March 2026, Starlight aims to improve Broadway utilization to 45%, strengthen stakeholder satisfaction, and achieve break-even annual operating results.

UNIQUELY KC:

On October 16, Starlight publicly announced Uniquely KC, a \$40 million fundraising campaign to enhance the Starlight tradition and extend it to new, diverse participants of all ages. By the end of 2023, Starlight raised \$22.85 million.

Learn more: kcstarlight.com/UniquelyKC

<u>EVENTS</u>

218,051 guests

94 live events

6 Broadway shows / 28 performances

21 concert events

42 concert season ticket holders

7,783 Broadway season ticket holders

134 groups attended a Broadway performance

SUPPORT

5,044 hours served by volunteer Ambassadors

4,710 donors

ENGAGEMENT

30,751 people engaged with community programs

142 community engagement events

146 Kansas City-area school partnerships

\$19,250 in scholarships provided to Kansas City students

9,710 FREE Broadway tickets distributed to 147 community partner organizations

15 summer interns

6,667 workforce development internship hours

22 Just Imagine community performances





BY THE NUMBERS



2023 OPERATING REVENUE \$19,091,613

69% - Ticket Sales

18% - Parking & Concessions

- 8% Charitable Contributions
- 3% Marketing Sponsorships
- 1% Private Events
- 1% Education Fees & Other

2023 OPERATING EXPENSES \$22,146,943

- **49%** Production Costs
- 13% Front of House & Concessions
- 12% Box Office & Marketing
- 7% Admin & IT
- 6% Depreciation
- **6%** Facility Maintenance
- 4% Fundraising
- **3%** Community Engagement

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

For a full list of Starlight 2023 performances and events, please refer to the digital 2023 Impact Report on our website at www.kcstarlight.com.



<image>

FROM BLUE STAR TO TOURING STAR

Starlight welcomed Elaine Watson back to Kansas City this summer as an ensemble member of *Jagged Little Pill*. Elaine first performed on Starlight's stage as a Blue Star Award and Raise Our Voices participant, and Starlight is proud to have been part of her theatrical career journey.

VINCENT LEGACY SCHOLARSHIP GROWTH

Scholars, alumni, program founders, and the program itself saw unique growth in 2023. From recognition on the field at a Royals baseball game to featured performances at Starlight events, 2023 was a banner year for the Vincent Legacy Scholarship program.

Gala attendees raised more than \$16,000 at this year's event – the equivalent of six Vincent Legacy Scholarships!



BETTER TOGETHER

In collaboration with Community Builders of Kansas City, Starlight once again welcomed thousands of guests for a free Community Movie Night screening of the Disney hit *Encanto*. Pre-show activities highlighted fellow Swope Park organizations and featured a live performance by the Kansas City Latin Jazz Orchestra.



COMMUNI-TEES

Starlight and Charlie Hustle partnered to bring Kansas Citians and Starlight fans a first-of-its-kind glow in the dark t-shirt. The collection included two designs and a portion of the proceeds from sales of the tees were donated to Starlight.

Get your t-shirt today at charliehustle.com/collections/communitees

STARLIGHT DONORS

Support from donors enhances the Starlight experience for everyone. Charitable gifts make the magic of Starlight possible and ensures that Kansas City's most unique outdoor venue will be around for future generations to experience the arts. We appreciate your support!

This list is reflective of any gift made to Starlight's Annual Fund, Community Engagement programs, Annual Benefit Gala, and Starry Night at Starlight.

LEGEND (\$25,000+)



STARLIGHT DONORS



Anonymous Rick & Cathy Baier Family Foundation Bank of America Chuck & Joan Battey Becker Family Charitable Fund Duane Becker Nathan Benjamin & Margaret Perkins-McGuinness Joanie & Bart Bergman Bernstein-Rein Advertising, Inc. Jay & Pam Besheer Block & Company, Inc. Lisa Bone Michael & Peggy Borkon Stephen & Colleen Bowen **Family Foundation** Stephen Butland **Capitol Federal Foundation** In Honor of Dr. Durl W. & Cathleen O'Neil **CFS Engineers** Terry & Colleen Chapman John Chiles Todd Clearwater Douglas Coday Colliers | Kansas City **Michael Collins** Condon Family Foundation Ellen & Tom Cray Curry Investment Co. Michael David Shawn Delp Diane's School of Dance Dennis & Sandra Donnelly Jennifer & Dave Dulny Peggy & Terry Dunn Doug Duty & Kelly Carnago Mark & Lisa Ebbitts Amy & Shannon Eckhoff Jennifer Ellis Mike & Jessica Ellis Kent & Robin Emison Emprise Bank Enterprise-Rent-A-Car Edward L. Enyeart James Factor Freedom Interiors FSC, Inc. Barbara Gadwood Lucille Garcia Jennifer Gerlach Glenn & Joyce Goldstein Google Vicki & Michael Graft Travis & Maqual Graham Patrick Grazier Shellie Guin Michael & Carolyn Haga Michael Haines & Kathy Winklhofer Allen & April Halling Melissa Harle Robert Harrington Kinetic HCA Healthcare Foundation Heart Of KC Foundation Mark Hechler Jerry Hedrick Steven Heichel Rick & Chris Heise Rebecca Hierholzer Cheryl Hill Paul & Susan Himmelstein Jenny & Casey Housley In Honor of Greg & Donnis Prather Angela Hurt IBC Carpentry Steve Jagoda Dr. Austin L. Jones & Mrs Melynne B. Jones Catherine & Jerry Jones Kansas City Life Insurance Company Kansas City Transportation Group James Kaplan Joanna & Tim Keeble

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This list reflects gifts made between January 1, 2023 and December 31, 2023. We apologize for any errors or omissions.

2023 PROGRAMMING







2023 AdventHealth Broadway Series

Jesus Christ Superstar Legally Blonde The Musical 1776 Jagged Little Pill

Weekend Specials Tootsie Rain – A Tribute to the Beatles

2023 Creative Programming

Dixie Longate: Cherry Bombs & Bottle Rockets The Second City Hits Home Forbidden Broadway: The Next Generation

2023 Capitol Federal Concert Series

Robert Plant + Alison Krauss Tenacious D Whiskey Myers Chicago **Louis Tomlinson Barenaked Ladies The Doobie Brothers Tyler Childers** Matchbox Twenty The Revivalists + The Head and The Heart **Young The Giant Tears for Fears** Foreigner **Culture Club** ZZ Top **KidzBop The Black Keys** Goo Goo Dolls with OAR **3 Doors Down** Fantasia **Queens of the Stone Age**



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Councilwoman Heather Hall City Manager Kansas City, MO Designee

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Deb Churchill V.P. of Operations

Caroline Gibel Director of Programming

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Alex Jones V.P. of Community Engagement

Andrew Lang Director of Philanthropy

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O9 COMMITTEES + COUNCILS

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*Amber Struemph McCownGordon Construction

^Denotes ex-officio status. Board Chair is an ex-officio member of all committees. *Denotes a community volunteer.

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Jonathan Staton Great Plains Trust & Asset Mgt

VISION STATEMENT

Be the home for accessible live arts experiences for all generations.

MISSION STATEMENT

Connect our community through live arts experiences that entertain, inspire, and engage.

VALUES

Accountability

We deliver quality, value, and consistency in our programs and services; and accept and transparently share the results of our decisions and actions.

Collaboration

We communicate and cooperate in order to build strong relationships, cultivate diverse perspectives, and achieve our shared goals.

Creativity

We celebrate the positive impact of the live arts by committing to continual learning, improvement, and innovation that strengthens our work, and our legacy.

IDEA

We take a holistic view and approach to embracing the importance and significance of inclusion, diversity, equity, and access.

Service

We apply a people-first mentality of empathy, kindness, helpfulness, and respect in all our interactions.



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