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# OUR **MISSION**

Delivering memorable experiences that entertain, educate and enrich.

# **OUR VISION**

Inspiring lifelong discovery and inclusive experiences that improve the quality of life for everyone.



The leadership and support provided by the individuals who serve as board members for the Washington Pavilion is invaluable. These people are generous with their time and resources beyond expectations.

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The Washington Pavilion is the region's home for the arts, entertainment and science. Located in a beautifully renovated historic building in downtown Sioux Falls, it is one of only a few facilities in the world to bring together under one roof the performing arts, visual arts, interactive science and educational opportunities.

The Washington Pavilion makes art and science part of the daily lives of thousands of people with programming from Broadway tours to intimate chamber recitals in two state-of-the-art theaters in the Husby Performing Arts Center; more than 100 hands-on interactive science exhibits in the Kirby Science Discovery Center; rotating educational and mission films in the unique Wells

Fargo CineDome; and regional and national exhibits ranging from South Dakota artists to notable national and international artists in the Visual Arts Center. Additionally, the Washington Pavilion offers quality educational events and programs through the Education Department and Graham Academy Preschool and delectable delights at Leonardo's Café.



# The Washington Pavilion serves the community through several other important initiatives ...

### FREE FIRST FRIDAY

On the first Friday of every month, the Washington Pavilion opens its doors free-of-charge, welcoming more than 8,000 guests throughout the year.

### THE EDUCATION DEPARTMENT

The Community Learning Center provides educational opportunities for all ages with a broad range of engaging arts and science classes, workshops and internships and no-cost art experiences for at-risk youth and underserved populations weekly during the school year at multiple venues.

### THE GRAHAM ACADEMY PRESCHOOL

The Graham Academy Preschool offers a unique educational setting for ages 3–5 with need-based scholarships available. (See page 10)

# THE DAKOTA ACADEMY OF PERFORMING ARTS (DAPA)

The Dakota Academy of Performing Arts prepares adolescents and young adult students for professional-level music and theater performances. (See page 9)

### **EVENTS DEPARTMENT**

The Events Department provides individuals, groups and businesses with affordable, one-of-a-kind spaces and services for weddings, conferences, meetings and social gatherings.

### **NEW SERVICES**

New services added during the past year include oversight and programming of the Sioux Falls Municipal Band and operational administration of the SculptureWalk Sioux Falls organization, a local nonprofit that hosts the largest annual exhibit of public sculptures in the world.

### **CULTURAL PARTNERS**

The Washington Pavilion is also home to several cultural partners, including the South Dakota Symphony Orchestra, SculptureWalk, South Dakota Rock and Roll Hall of Fame and the South Dakota African American History Museum.















With the vast array of high-quality programming and educational activities available at the Washington Pavilion, people of all ages and walks of life can rely upon the organization to inspire, educate, entertain and enrich.

The Washington Pavilion is a private, 501(c)3 not-forprofit organization, serving the community through earned and contributed support.

The Washington Pavilion hosts performances and events in the Mary W. Sommervold Hall, the Belbas Theater and the Orpheum Theater Center.

A new ticketing and customer engagement system was implemented in 2022. We selected SecuTix, to embrace technological changes in the ticketing sector and to improve the customer experience. It offers a wide variety of functions and features that will enhance operations across the organization. It also uses white-label software and blockchain technology to prevent fraud through mobile ticket delivery. Online ticket sales doubled after the implementation.

The Washington Pavilion proved the show must go on by presenting a full six-show Pavilion Performance Series of Broadway shows beginning in fall 2021. The season began with the fun Escape to Margaritaville and ended with the extraordinary Anastasia, inspiring theater lovers to return to their seats and filling the Mary W. Sommervold Hall with life and excitement once more. At the Washington Pavilion and Orpheum Theater Center, a total 52 combined presented performances brought energy to the Sioux Falls theater world again.

### PERFORMANCE SERIES, SERIES EXTRAS, ADD-ONS & BONUS BUNDLE PERFORMANCES PRESENTED BY THE WASHINGTON PAVILION

Escape to Margaritaville (September 7–9, 2021)

Friends! The Musical Parody (October 7–10, 2021)

Menopause the Musical (November 5–7, 2021)

Beautiful – The Carole King Musical (November 26–28, 2021)

Monroe Crossing (December 18, 2021)

That Golden Girls Show! (January 21–23,2022)

School House Rock Live! (January 24, 2022)

Fiddler on the Roof (February 5-6, 2022)

I Am, He Said (February 11, 2022)

Choir of Man (February 16, 2022)

Potted Potter (February 18–20, 2022)

Charlie and the Chocolate Factory (March 4-5, 2022)

Hairspray (March 25, 2022, with two additional performances in September 2022)

The British Invasion (April 21, 2022)

Church Basement Ladies (April 10, 2022)

Come From Away (May 3-8, 2022)

Anastasia (June 17-18, 2022)





### SHOWS PRESENTED BY REGIONAL & LOCAL PROMOTERS

Harrisburg High School Band

Lincoln High School Band

Sioux Falls Municipal Band Season

**Augustana University** 

Allison's Dance Academy Summer and Winter Recitals

**Balleraena Dance Studio Spring Recital** 

BritZa Dance Studio

**Dynamic Cheer and Dance** 

Main Stage Ballet and Dance Academy

**South Dakota Ballet Company** 

Big Band Experience: The Nights Before Christmas Tour

**Dave Mercer** 

**Gunn Productions: Mo Pitney** 

Leo Kottke

Jon Hegg: Holiday Jam

Lights Up Productions: Lost in Vegas

Lights Up Productions: The Passion and the Cross Lisa Conlin: Blue Heaven Show

Live on Stage Sioux Falls Concerts Association Series (5 shows)

**Christmas with Lorie Line** 

**Mannheim Steamroller** 

**Amy Grant** 

Whose Live Anyway

Late Night Boomin'

Leanne Morgan

Air Supply

Alice Cooper with Buckcherry

Pepper Entertainment Inc: America

Clint Black and Lisa Hartman

**REO Speedwagon** 

Styx

Blippi the Musical

Premiere Playhouse Season (6 shows)

Shen Yun

Sioux Falls Jazz and Blues

South Dakota Symphony Orchestra Season (11 shows)

**South Dakota Youth Symphony Orchestra** 

**Good Night Theatre Collective (8 shows)** 

Tonic Sol-Fa

**Tribute Masters: The Sinatra Experience** 

# Washington Pavilion Community Affiliations

### **COMMUNITY PARTNERS**

- South Dakota Symphony Orchestra
- Lights Up Productions
- The Premiere Playhouse
- Good Night Theatre Collective
- Augustana University
- Live on Stage Sioux Falls **Concerts Association**
- Sioux Falls Jazz & Blues Society

# The Dakota Academy of Performing Arts (DAPA)

With a mission to provide opportunities for young people to excel in the performing arts, the Dakota Academy of Performing Arts featured an expanded season with the following performances:

### We Are Monsters

October 22-23, 2021

### Peter and the Starcatcher

November 12-14, 2021

### White Christmas

December 16-19, 2021

### Journey of the Noble Gnarble

February 11-12, 2022

### Matilda

March 25-27, 2022

### The Wizard of Oz

April 28-May 1, 2022

Summer camp theatre opportunities included: Media Camp (June 2022), Dinostars (June 2022),

Summer Sing It Camp (June 2022) and Musical Theatre Dance Camp (June 2022). How to Succeed in Business (Without Really Trying) (June 2022), Hamlet (June 2022), The Grunch (July 2021), The Addams Family (July 2021), Welcome to the Jungle (August

The DAPA Plays for Living Theatre Company performed five virtual shows as outreach for schools and community centers in the Sioux Falls region.

### Approximately 300 young performers participated in DAPA programs.

Students from the DAPA program brought performances to more than 6,000 audience members (over 1,800 of which were area youth from school outreach engagements).

















THE MUSICAL PAROD'



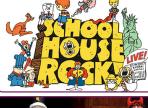


























The Washington Pavilion's Education Department strives to provide outstanding educational opportunities for people in Sioux Falls and the surrounding area through outreach, classes, professional development and special events. Education programming reaches a wide cross-section of the region: thousands of community members participated in education programming in 2021–22.

Classes and camps were offered in the summer, fall and spring, serving 1,800 youth participants.



The Graham Academy Preschool program provides for the whole child by encouraging exploration and problem-solving skills, creativity and social and emotional growth coupled with the opportunity to interact with Kirby Science Discovery Center exhibits, Visual Arts Center exhibitions and Husby Performing Arts Center programming

Forty-eight students attended the Graham Academy Preschool in the 2021–22 school year.











The Washington Pavilion Action Arts and Science Program (AASP) began in 1999 with a mission to bring high-quality art and science experiences to children with limited access to extracurricular activities. Today, we engage and inspire more than 275 students at 12 locations per week.

AASP partner sites for 2021-22 include: Sioux Falls School District Kids Inc. (9 elementary schools), Volunteers of America-Dakotas (Dakotas Youth Center), KidStop Program and Kidz Count Program.

AASP is sponsored by the South Dakota Department of Education and is supported by its 21st Century Community Learning Center program.

# **SPECIAL PROGRAMMING**

Ag Friday, an annual event celebrated as part of National Agriculture Week, was held in March. We hosted about 500 third graders.

### "OFF THE FRIDGE"

The artwork of hundreds of students was displayed in Off the Fridge art exhibitions in the Washington Pavilion's second floor lobby.

The Kirby Science Discovery Center (KSDC) and the Visual Arts Center (VAC) achieved a record number of attendees throughout the 2021–22 fiscal year.

The museums welcomed 114,593 guests through their doors by June 2022, surpassing the previous record by more than 2,000 guests. After enduring the peak of the COVID-19 pandemic in South Dakota the year prior, the community was more than ready to come back to experience the Washington Pavilion.

### KIRBY SCIENCE DISCOVERY CENTER

The KSDC was awarded another grant from the David B. Jones Foundation, bringing the foundation's support of the science center to more than \$1 million. The most recent funds were used to enhance existing exhibits within the Dinosaur Discovery space and the exterior display. The goal of the funds was to increase the interactivity and dwell time of the dinosaur exhibits within the science center and promote amateur paleontology.

### **BUG SQUAD!**

The KSDC also booked **Bug Squad!**, a traveling exhibition. This exhibition featured bugs we see in the Midwest, larger than life, and wearing superhero costumes. Children learned all about entomology and what makes each bug unique. The exhibition included high-tech and low-tech exhibitions, with a strong emphasis on kinesthetic play, and excited young people (and their parents, too!) for nearly five months.

### PATRICIA KNUTSON BEQUEST

Near the end of the fiscal year, the Washington Pavilion was notified of a bequest left by Patricia Knutson after her passing. The gift totaled \$1.2 million and was designated to support the KSDC. Patricia had visited the KSDC throughout her lifetime, sharing the museum with little ones in her life. The science center in particular held a special place in her heart and within her family. The museum quickly produced a few ideas that would honor Patricia and are excited to announce those efforts next year.

Nearly 40,000 guests enjoyed films within the Wells Fargo CineDome in the organization's fiscal year.

Films presented in the CineDome included:

- Dream Big: Engineering Our World
- Great Barrier Reef
- Superpower Dogs
- Pandas: The Journey Home
- Dinosaurs of Antarctica
- Train Time
- Hocus Pocus
- Polar Express



The Visual Arts Center team set out to increase its impact this fiscal year through increased attendance, evening events and new offerings in the community. By June 2022, the VAC accounted for more than 40,000 of the museums' overall attendance, surpassing its previous record by nearly two times.

The VAC produced 17 exhibitions, each with an accompanying reception, participated in the Downtown Sioux Falls Art and Wine Walk, opened its doors to Pavilion Performance Series and South Dakota Symphony Orchestra attendees, and hosted many other evening events for the public. This fiscal year opened the VAC's window for re-accreditation through the American Alliance of Museums. This effort takes place every 10 years, and the museum team is excited to maintain its accreditation status.

In addition to its work within the walls of the Washington Pavilion, the VAC team manages the SculptureWalk Sioux Falls organization.

### 2021-22 VISUAL ARTS CENTER EXHIBITIONS

Lindsay Carone | Offering

Lisa Bergh and Andrew Nordin | Zenith Confusion

South Dakota State University Students | A Gateway to a Place Between

Visual Arts Center Permanent Collection | In Dreams

Judith R. Peterson | Cat, Tiger, Cat

Washington Pavilion Gala Exhibition

100 Years of the South Dakota Symphony Orchestra

Great Plains Watercolor Society Member Invitational

Barbara Sparks | Weeds and Wildflowers of South Dakota

Amy Fill | Floating Worlds

Augustana Student Invitational

Young Ae Kim | Winning.

Epiphany Knedler | Wish You Were Here

South Dakota Governor's 9th Biennial Art Exhibition

Tim Rickett | The Dogs of War

Joe Schaeffer, Ceca Cooper and Nick Poppens | On the Edge

Dakota State University Students | Shadow Casting 2.0

### **NEW ACQUISITIONS**

"Full Sail" by Jon Kamarath - sculpture

"Better Days" by Nathan Pierce – sculpture

"91019" by Jennifer Cannon – sculpture

Two Joe Schaeffer live paintings – 9 ft. x 9 ft.

Jenny White painting – 36 in. x 36 in. on stretched canvas

"Carbon Planet" by Liz Heeren - acrylic and colored pencil on board, 202, from the South Dakota Governor's 9th Biennial Art Exhibition

"Lookout Mountain Topo Lines" by Quentin Owens -3D printed ceramic, 2020, from the South Dakota Governor's 9th Biennial Art Exhibition

"Poppies and Bass" by Michele Meester - screenprint, 2018, from the South Dakota Governor's 9th Biennial Art Exhibition

Corporate sponsors, individual donors, granting organizations and volunteers collectively added tremendous value to the Washington Pavilion and made the growth and development of its offerings possible.

To all of those who gave of their time, talents and resources and made the 2021–22 fiscal year a success, we thank you!

## Volunteers

- Number of active volunteers: 255
- New active volunteers: 52
- Hours of recorded volunteer service: Approximately 14,771



The Washington Pavilion receives grant funding throughout the year to support its staff and programming. We are grateful for the generosity of a variety of granting organizations and foundations that allowed the Washington Pavilion to remain sustainable during the most recent fiscal year. In particular, the Pavilion would like to highlight the following gifts received between July 1, 2021, and June 30, 2022:

Educational Programming Support
 South Dakota Department of Education, South
 Dakota Department of Social Services: Child

Care Services. RBC USA Foundation

- Scholarship & Open Door Pricing Support
   Sheldon Reese Foundation, US Bank, Vern Eide
   Gives, The Woman's Alliance through the Sioux
   Falls Area Community Foundation, Walmart
- Museum Programming Support
   The David B. Jones Foundation, Gilchrist
   Foundation, Wells Fargo, Mary Chilton
   Daughters of the American Revolution
   Foundation, Xcel Energy Foundation, South
   Dakota Governor's Biennial

### Performing Arts Programming Support South Dakota Arts Council, Serol Family through the Sioux Falls Area Community Foundation

the Sioux Falls Area Community Foundation, Sioux Valley Energy, Sioux Falls Morning Optimist Club

• COVID-19 Relief

U.S. Small Business Administration,
South Dakota Department of Social Services:
Child Care Services, South Dakota
Humanities Council

Building-Wide/Event Support
 Delta Dental, Sioux Empire United Way

# DONATIONS TO OTHER ORGANIZATIONS

- 940 Museums Admission Passes Valued at approximately \$13,160
- 12 Memberships
  Valued at approximately \$1,440
- 577 Comp Tickets

  Valued at approximately \$23,000

### **MEMBERSHIPS**

- As of June 30, 2022, 4,281 households had invested in a Washington Pavilion membership, totaling 17,124 members.
- Membership revenue for the 2021-22 fiscal year was \$311,374.

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Over the last few years, we have done a lot of work maximizing the value of a Washington Pavilion Membership.

Now, we have made it even easier to take advantage of all the perks and benefits through our new Digital Membership Card. We have partnered with the MuseumAnywhere app to centralize membership information on our members' smartphones. This app gives our members instant recognition of their ASTC passport benefits, faster check-in at our Museums and easy access to our Perks Program with our 15+ community partners.



17,124

As of June 30, 2022, 4,281 households had invested in a Washington Pavilion membership, totaling 17,124 members.

**↑70%** 

Membership revenue for the 2021-22 fiscal year was \$311,374, an increase of 70% over the prior fiscal year.

**138%** 

Member visits to the museums were 46,105, showing a growth of 38% over the previous year.

Leonardo's Café is undergoing a rebranding and renovation to provide an enhanced customer experience. The café has updated its menu to provide customers with fresh, healthy, local and quality ingredients to fuel their play.

Plans are in place to announce a name change, which will coincide with a completely transformed look, including new paint, lighting, flooring, counter layout, and more to brighten and liven up this space.

Purchases help support the mission of the Washington Pavilion.



### \*Funds from these organizations came from proceeds from the Sioux Falls Area Community Foundation

### **CORPORATE & FOUNDATIONAL DONORS**

David B. Jones

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South Dakota Department of Education South Dakota Department of Social Services

South Dakota State University

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22 WASHINGTON PAVILION | ANNUAL REPORT JULY 1, 2021–JUNE 30, 2022

# The Washington Pavilion Management, Inc.

Washington Pavilion Management, Inc. Statements of Financial Position

June 30, 2022 and 2021

	2022	2021
Assets		
Current Assets Cash and cash equivalents Certificates of deposit Contributions receivable, net of allowance and discount Accounts receivable Inventory Prepaid expenses Deposits on exhibits and guest artists	\$ 10,365,160 - 325,031 635,199 60,613 204,728 37,500	\$ 5,210,627 102,677 407,260 160,853 55,785 119,975 33,320
Total current assets	11,628,231	6,090,497
Net Property and Equipment	557,071	474,110
Other Assets Contributions receivable, net of allowance and discount, less current portion Beneficial interest in assets held by Community Foundation Permanent collection Total other assets	299,635 342,873 1,166,980 1,809,488 \$ 13,994,790	328,301 401,062 1,097,808 1,827,171 \$ 8,391,778
Liabilities and Net Assets		
Current Liabilities Accounts payable Accrued expenses Deferred revenue Paycheck Protection Program (PPP) loan Total current liabilities	\$ 340,094 636,245 2,407,936 - 3,384,275	\$ 251,571 470,446 2,051,146 726,300 3,499,463
	3,364,275	3,499,463
Net Assets Without donor restrictions Undesignated Designated by the Board - art and objects maintained by the Visual Arts Center and Kirby Science Discovery Center Designated by the Board - special projects Designated by the Board - operating reserve	46,436 1,166,980 339,380 6,078,422 7,631,218	8,018 1,097,808 44,686 2,184,501 3,335,013
With donor restrictions	2,979,297	1,557,302
Total net assets	10,610,515	4,892,315
	\$ 13,994,790	\$ 8,391,778

### Washington Pavilion Management, Inc.

Statements of Activities Years Ended June 30, 2022 and 2021

	2022	2021	
Net Assets Without Donor Restrictions			
Public support			
City of Sioux Falls	\$ 2,468,550	\$ 2,181,795	
Contributions	908,526	1,086,128	
Donated materials and services	145,203	39,010	
Special events (net of direct costs of \$68,124 and \$86,925 in			
2022 and 2021, respectively)	118,868	129,843	
Government grants	233,186	200,454 31,952	
Private grants PPP loan forgiveness	30,424 730,093	726,300	
COVID-19 financial assistance	3,174,000	292,669	
Net assets released from restrictions	589,367	532,340	
Total public support	8,398,217	5,220,491	
Revenue and other			
Performance ticket income	3,688,275	297,406	
Admissions	447,483	265,458	
Sale of services	719,111	374,488	
Facility rental	425,078	266,951	
Membership dues	311,374	182,881	
Café and retail services (net of direct costs of \$347,878 and	507.504	226 002	
\$111,925 in 2022 and 2021, respectively) Educational	587,594	226,082	
Miscellaneous revenue	349,928 8,298	243,062 12,449	
Wilscella Heodis Teveride	0,238	12,443	
Total revenue and other	6,537,141	1,868,777	
Total public support, revenue and other	14,935,358	7,089,268	
Expenses			
Program services			
Museums	1,766,538	1,471,663	
Performances & events	4,309,713	1,415,409	
Community engagement & learning	657,700	558,539	
Membership	94,224	43,017	
Box office	861,864	586,701	
Café and retail services	595,876	360,868	
Managed services General and administrative	320,104 1,715,527	63,724 1,311,488	
Fundraising	317,607	266,425	
i anaraising	317,007	200,423	
Total expenses	10,639,153	6,077,834	
Change in Net Assets Without Donor Restrictions	4,296,205	1,011,434	

### Washington Pavilion Management, Inc.

Statements of Activities Years Ended June 30, 2022 and 2021

	2022	2021	
Net Assets with Donor Restrictions Public support			
Contributions Government grants Private grants Net assets released from restrictions Revenue and other	\$ 1,795,920 5,275 281,601 (589,367)	\$	82,400 - 12,000 (532,340)
Change in value of beneficial interest in assets held by Community Foundation	(71,434)		65,379
Change in Net Assets with Donor Restrictions	 1,421,995		(372,561)
Change in Total Net Assets	5,718,200		638,873
Net Assets, Beginning of Year	4,892,315		4,253,442
Net Assets, End of Year	\$ 10,610,515	\$	4,892,315