



15 Church Street  
Gananoque, ON  
K7G 2M9  
[www.riverbankproductions.ca](http://www.riverbankproductions.ca)

## 2015-16 BUSINESS PLAN

**Riverbank Productions of Gananoque**, a new and growing theatre company in Gananoque, was created informally in 2013 to present staged play readings and musicals. In its first year four successful events were produced at the Firehall Theatre under the professional direction of Diane Stapley and Mo Bock. Based on the success of that season and support of people in the community, the company was organized last year as a Not-For-Profit Company with a Board of Directors, chaired by Barry Winfield, and the continued direction of Diane Stapley and Mo Bock. The aim is to provide quality experiences in Gananoque through the winter months.

The mission of **Riverbank Productions** is:

To strengthen and nurture the local theatre community by blending the skills of professional and amateur actors, directors, musicians and technicians and to engage youth in theatre arts. Of equal importance to Riverbank is the enhancement of the community's awareness, support and appreciation of live theatre.

In 2014-15 our mission was accomplished with our four productions - **A World Christmas, 12 Angry Jurors, March of Dames** and **Oklahoma!** All were well received, selling out on each occasion. We provided acting and back-stage and other volunteer/employment opportunities to over 100 people in the community, ranging in age from children to senior citizens. We did so, meeting our budget for the year.

Our plan is to build on our success in the forthcoming year. We will continue to provide theatrical opportunities for members of the community of all ages in our new season through the winter months. We have gained local recognition and are planning two performances of one or more of our productions. While most of our audience (also ranging in age from children to senior citizens) comes from Gananoque, we have attracted patrons from surrounding communities. It is anticipated that this will lead to additional business for local restaurants for pre-and post-performance meals, as well as hotels and other commercial outlets.

The mission will be fulfilled by a new season of four Sunday productions, including:

- December 20– **A Celtic Christmas**
- February 14 – **Macbeth**
- March 13 – **The Ladies' Foursome**
- April 24 – **Sound of Music**

We ended the season with a small surplus, enough to cover initial expenses as we plan for the new season. The proposed operating budget is \$12,400 and, it will be noted, our grant request represents a smaller proportion of our budget than in our last year. We seek to raise \$7,000 in donations and

sponsorships. We have not registered with the Canada Revenue Agency, given the administrative requirements and the small size of our operation. With a small, but highly experienced and dedicated Board of Directors and no paid administrative staff, we intend to continue to manage the Company in a fiscally responsible manner.

We aim to work toward financial self-sufficiency by aggressively:

- Pursuing increased support through business program advertising;
- Pursuing performance sponsors for each production;
- Pursuing increased support through donations from supporters;
- Increasing ticket revenue by added performances;
- Conducting a fund-raising event to launch the new season; and
- Rigorously controlling expenses.

## **C. ORGANIZATION FINANCIAL INFORMATION**

### **C1. Please include in your application submission –**

- a) Copies of your organization's financial statements for the past 2 years. Statements must include a Balance Sheet (all assets & liabilities including cash reserves) and an Income Statement.
- b) An operating budget for the current year. If you have included activities that are part of this grant request, please also note requested financial support from the Town of Gananoque as a potential revenue source.
- c) List of current board members.  
Barry Winfield, Bob Thomas, Robyn Abelson, Randy Jenkins, Mo Bock, Diane Stapley  
(We will be expanding our board this year.)

### **C2. Has your organization received financial support from the Town of Gananoque in the past?**

Yes.

If so, please indicate amounts and purposes.

**\$1500.00 to support Riverbank's 2014-15 theatre season.**

**\$1500.00 through Gananoque Community Grants to support 2014-15 season.**

**Gananoque Community Grants Programme**

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**C3.** In addition to items noted in C1, please outline below your organization's sources of operating revenue. This will assist in our financial review of your organization.

Please see attached financial statement for 2014-15 and upcoming season 2015-16

| <b>Revenue Sources (be specific)</b> | <b>Amount Received<br/>(previous financial yr.)</b> | <b>Current Budget<br/>(projected)</b> |
|--------------------------------------|---|---------------------------------------|
| Membership Fees                      |   |                                       |
| Program Fees / Fees for Service      |   |                                       |
| Other (non-Town)Government Funding   |   |                                       |
| Other Grants                         |   |                                       |
| Fundraising                          |   |                                       |
| Sponsorship                          |   |                                       |
| Donations                            |   |                                       |
| Gifts In Kind                        |   |                                       |
| Other (please specify)               |   |                                       |
| Total Revenues:                      |   |                                       |

**C4. TOWN OF GANANOQUE COMMUNITY GRANTS**

DATE: July 21, 2015

APPLICATION FOR: (Select One) GROUP PROJECT: X \_\_\_\_\_ INDIVIDUAL: \_\_\_\_\_ TRAVEL: \_\_\_\_\_

ORGANIZATION'S NAME: Riverbank Productions of Gananoque

ADDRESS & POSTAL CODE: 15 Church St. Gananoque, ON K7G 2M9

TELEPHONE: 613-547-5298 \_\_\_\_\_ EMAIL: thomasrh@sympatico.ca \_\_\_\_\_ FAX: NA

PRESIDENT OR CEO: Barry Winfield \_\_\_\_\_ TELEPHONE: 613-344-2354

CONTACT PERSON: Bob Thomas \_\_\_\_\_ TELEPHONE: 613-547-5298

NUMBER TOWN MEMBERS: NA

NUMBER OTHER MEMBERS: NA

MEMBERSHIP FEE: 0.00 \_\_\_\_\_ SERVICE/CLIENT FEE: \_\_\_\_\_

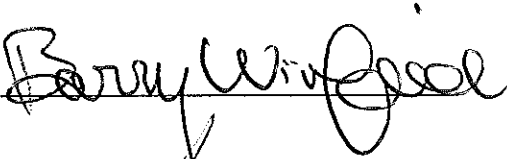
FUNDING AMOUNT REQUESTED: \$1500 \_\_\_\_\_

*Post Event/Service*  
**RESULTS**

|   |  |
|---|--|
| <p>1. DESCRIBE PROJECT.<br/>We will mount four productions this winter done in the minimalist style, often referred to as a 'staged reading', in the Firehall Theatre in Gananoque on 4 Sundays. These performances will include both professional and community theatre actors, directors, and creative team.</p>  |  |
| <p>2. HOW WILL THE PROJECT BENEFIT THE TOWN OF GANANOQUE?<br/>The project will strengthen and nurture the local theatre community by blending the skills of professional and amateur actors, director, musicians, and technicians, and engage youth in theatre arts. It will also provide theatre experiences for Gananoque audiences in the quieter winter months.</p> |  |
| <p>3. PLEASE ATTACH THE BUDGET SHOWING ALL EXPENDITURES AND ALL SOURCES OF REVENUE REGARDING THIS PROJECT.<br/>(Include the budget for this project showing expenditures and all sources of cash revenue as well as Donations in kind.)<br/><br/>Budget attached.</p>   |  |

**Gananoque Community Grants Programme**

|   |  |
|---|--|
| <p>This space created in error.</p>   |  |
| <p>4. WHAT ARE YOUR FUNDRAISING ACTIVITIES AND/OR SPONSORSHIP PLANS FOR THE UPCOMING YEAR?<br/> <b>Members of the board put in \$50 each year. We are approaching local businesses, service clubs, and individuals, for various levels of sponsorship. A fundraising event is scheduled for October.</b></p>  |  |
| <p>5. IF YOUR GRANT REQUEST IS APPROVED, HOW WILL YOU NOTIFY THE COMMUNITY ABOUT YOUR RECEIPT OF FUNDS?<br/> <b>Newspaper articles, website, social media, posters, programs and newsletters to supporters.</b></p>   |  |
| <p>6. HOW WILL YOU BE AFFECTED IF THE GRANT IS NOT APPROVED OR IF A REDUCED AMOUNT IS GRANTED?<br/> <b>We would continue to produce our season by making any possible cuts in all areas of our budget, which would be difficult because our budget is very conservative.</b></p>  |  |
| <p>7. HOW WILL YOU EVALUATE AND MEASURE THE SUCCESS OF YOUR PROPOSAL?<br/> <b>We will assess the level of audience attendance and enjoyment, and also evaluate the level of financial and volunteer support from the community.</b></p>   |  |
| <p>8. ADDITIONAL INFORMATION (Please attach any relevant information)<br/> <b>The level of response to our productions last season exceeded our expectations, and attendees expressed great interest in our next season. This enthusiasm has contributed significantly to the development of our mailing list.</b><br/> <b>Our partnership with the Firehall Theatre continues to be solid. In addition, we are developing an expanded relationship with local youth through board member Robyn Abelson, a teacher at GISS.</b></p> |  |

PRES/CEO SIGNATURE: 

CONTACT SIGNATURE: 

\* All grant recipients are required to prepare a final report on how the grant monies were expended, and the level of success of their project – see section C of the Community Grant Policy.

**C5.\* Proposal Budget**

Please note the following:

- If your request is for equipment or facility upgrades, a written quote (estimate) from a supplier or contractor is required. Please attach to your application.
- If your request is for a facility upgrade to a site you do not own, please include a letter permitting this work to be done (if funding is approved) from the facility owner.

Should full financial support not be recommended for your proposal, it will be helpful to know which items you view as the most critical part of your request. Please complete the priority ranking section in the chart below for this purpose (1 = highest priority/most needed).

| Expected Costs Description  | \$ Amount                 | Priority Ranking | Please see attached budget |           |           |           |
|-----------------------------|---------------------------|------------------|----------------------------|-----------|-----------|-----------|
|                             |                           |                  | Expected Funding sources   | \$ Amount | Confirmed | Requested |
| Rights/royalties            | 650                       | 1                |                            |           |           |           |
| Firehall Theatre            | 1500                      | 3                |                            |           |           |           |
| Theatre professionals       | 5000                      | 2                |                            |           |           |           |
| Costumes and props          | 500                       | 9                |                            |           |           |           |
| Musical Directors           | 900                       | 5                |                            |           |           |           |
| Programs and posters        | 600                       | 6                |                            |           |           |           |
| Promotion                   | 500                       | 7                |                            |           |           |           |
| Honoraria                   | 200                       | 10               |                            |           |           |           |
| Rehearsal space             | 500                       | 5                |                            |           |           |           |
| Website                     | 500                       | 9                |                            |           |           |           |
| Insurance                   | 600                       | 4                |                            |           |           |           |
| Bank charges                | 100                       | 13               |                            |           |           |           |
| Photocopying                | 500                       | 11               |                            |           |           |           |
| 50/50 (winners & charities) | 500                       | 12               |                            |           |           |           |
| Contingency                 | 500                       | 14               |                            |           |           |           |
| <b>Total</b>                | <b>12,400<del>0</del></b> |                  |                            |           |           |           |

## Gananoque Community Grants Programme

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### In-Kind Contributions (donation of space, materials, etc.) Not applicable

| Contribution | Estimated \$ Value | Donor | Confirmed | Requested |
|--------------|--------------------|-------|-----------|-----------|
|              |                    |       |           |           |
|              |                    |       |           |           |
|              |                    |       |           |           |
|              |                    |       |           |           |
| Total:       |                    |       |           |           |

\* Please refer to sample (next page) provided for assistance on completing this section of the application.



**RIVERBANK PRODUCTIONS OF GANANOQUE - BUDGET 2015-16**

|                            | <b>BUDGET<br/>2014-15</b> | <b>YEAR-END</b> | <b>BUDGET<br/>2015-16</b> |
|----------------------------|---------------------------|-----------------|---------------------------|
| <b><u>REVENUE</u></b>      |                           |                 |                           |
| Board                      | 300.00                    | 550.00          | <b>450.00</b>             |
| Ticket Sales (1)           | 2700.00                   | 4315.80         | <b>4000.00</b>            |
| Community grant            | 1500.00                   | 1500.00         | <b>1500.00</b>            |
| Town grant                 | 1500.00                   | 1500.00         | <b>1500.00</b>            |
| Silent auction             | 250.00                    | 692.00          | <b>450.00</b>             |
| Local businesses           | 1500.00                   | 750.00          | <b>1000.00</b>            |
| Individuals                | 500.00                    | 1015.25         | <b>1000.00</b>            |
| Program ads                | 400.00                    | 405.00          | <b>500.00</b>             |
| Gananoque Service Club     | 250.00                    | 500.00          | <b>500.00</b>             |
| 50/50                      | 160.00                    | 722.75          | <b>500.00</b>             |
| Miscellaneous (2)          |                           |                 | <b>1000.00</b>            |
| <b>TOTAL REVENUES</b>      | <b>9060.00</b>            | <b>11950.80</b> | <b>12400.00</b>           |
| <b><u>EXPENSES</u></b>     |                           |                 |                           |
| Rights/Royalties           | 650.00                    | 0.00            | <b>650.00</b>             |
| Firehall theatre (3)       | 800.00                    | 1844.58         | <b>1500.00</b>            |
| Theatre professionals      | 4510.00                   | 4050.00         | <b>5000.00</b>            |
| Costumes & props           | 500.00                    | 432.15          | <b>500.00</b>             |
| Accompanist                | 500.00                    | 900.00          | <b>900.00</b>             |
| Programs & Posters         | 400.00                    | 450.00          | <b>600.00</b>             |
| Printing                   |                           | 480.40          | <b>500.00</b>             |
| Promotion                  | 360.00                    | 604.79          | <b>500.00</b>             |
| Honoraria                  | 200.00                    | 200.00          | <b>200.00</b>             |
| Rehearsal space (4)        | 200.00                    | 0.00            | <b>500.00</b>             |
| Web site                   | 400.00                    | 630.00          | <b>500.00</b>             |
| Insurance                  | 500.00                    | 567.00          | <b>600.00</b>             |
| Contingency (5)            | 540.00                    | 362.76          | <b>500.00</b>             |
| Bank charges               |                           | 115.12          | <b>100.00</b>             |
| 50/50 to Charities         |                           | 361.50          | <b>250.00</b>             |
| 50/50 to winners           |                           | 361.50          | <b>250.00</b>             |
| <b>TOTAL EXPENSES</b>      | <b>9560.00</b>            | <b>11359.80</b> | <b>12400.00</b>           |
| <b>REVENUES - EXPENSES</b> |                           | <b>591.00</b>   | <b>0.00</b>               |

**NOTES**

- (1) May be adjusted to reflect ticket prices and sales arrangements
- (2) Includes proceeds from fund-raiser
- (3) 2014-15 included rehearsal rental
- (4) Possible donation of space from a local hotel
- (5) Possible rental of a post box - \$150/year