What a year we had – welcoming over 250,000 people at over 675 events. We celebrated the 50th Anniversary of the Performing Arts Series at Stephens Auditorium with a wide range of shows including Steve Martin and Martin Short, Kinky Boots and the San Francisco Symphony. At Fisher Theater, the Iowa State Theater Department led by Brad Dell produced and presented groundbreaking performances. The Scheman Building continued serving clients with exceptional service and great food.

In Stephens Auditorium, we opened new wheelchair accessible areas in Row 11 and Row 31 allowing us to more than double the capacity for patrons with wheelchairs and mobility impairment. The Goldfinch Room, a new listening room, launched in January and produced four shows with sell out audiences.

Our donors and subscribers support our programming with gifts and ticket purchases. Warren and Beverly Madden led the way with a major gift to fund the handrail project in the balconies and loges. More Performance Underwriters helped offset costs of increasing artist guarantees.

Our staff continues to seek ways to improve our customer/patron experiences while maintaining these iconic venues. We provide training to full and part time staff in the areas of safety and security while we work to enhance the patron experience. Enhanced security measures were enacted this year at Stephens Auditorium for Performing Arts Series and contemporary shows.

Our facilities continue to be gathering places for the Iowa State University community, the City of Ames, Story County and surrounding areas. We had a great year financially and programmatically thanks to all those who support us by booking meetings and banquets at Scheman or attending shows at Stephens Auditorium and Fisher Theater.

We are proud to manage the well-respected venues of Iowa State Center for Iowa State University. Our mission to educate, inspire and entertain remain as strong as ever.

Tammy Koolbeck, CVE
Executive Director

Koolbeck is active on the national level in the venue industry organization International Association of Venue Managers (IAVM). IAVM represents public assembly venues from around the globe and its mission is to educate, advocate for and inspire public assembly venues worldwide. She will serve as board chair through August 2020 and will be teaching for her eighth year at Venue Management School. Koolbeck has been recognized as a Woman of Influence by Venues Today and received the Gigi Award, the highest honor given by the Event & Arena Marketing Conference.

Dear Friends,

I am pleased to write this letter at the conclusion of another very successful year at the Iowa State Center. That success is the result of the support we receive from the entire community. With funding from Iowa State University, and further financial support from the Government of the Student Body, we proudly present performances by ISU Department of Music and Theatre and programs provided by ISU Lectures and the Student Union Board. Interns work day by day, along with dozens of ISU students and community volunteers to make these events possible.

We are also thankful for the ongoing support of the Ames Convention and Visitors Bureau, the Ames Chamber of Commerce and the Ames hospitality industry. With their help, the Center plays host to hundreds of conferences, meetings, and special events each year.

Of special note are the many contributors to the Performing Arts Fund and the Ames International Orchestra Festival Association. Without their critical financial support, we would not be able to present the world class performers and attractions that appear each year in the Stephens Performing Arts Series. Event sponsors and advertisers round out the funding equation to further guarantee the Center’s continuing success.

As Dorothy said after her trip to Oz, “There is no place like home!” That is most certainly true if you live in Ames. Speaking for our entire VenuWorks team, Executive Director Tammy Koolbeck and the dedicated Iowa State Center staff, we are proud to be part of this wonderful community. It is a privilege to serve you.

Tammy Koolbeck, CVE, Executive Director

Steven Peters
VenuWorks Founder & CEO

Founded in 1996 in Ames, Iowa, VenuWorks provides full-service venue management, food and beverage, and programming solutions to arenas, theatres and convention centers throughout the United States. Our services include, but are not limited to, operations, programming, finance and administration, food and beverage, and sales and marketing. VenuWorks assumed management of the Iowa State Center on August 1, 2015.

Steven Peters, VenuWorks Founder & CEO
OUR TEAMS!

IOWA STATE CENTER FULL-TIME STAFF

Tammy Koolbeck
Executive Director

Missy Borton
Executive Assistant

Mike Broich
Technical Director

Dave Burrack
Senior Event Manager

Sara Compton
Outreach Manager

Pat Dennis
Director, Event Services, Conferences

Jake Ewalt
Technical Director

Paul Ferrone
Development Manager

Greg Gerstein
Custodian

Brad Gulbranson
Custodial Services Manager

Brianna Hall
Marketing Manager

Tim Hinderks
Director of Operations

Nick Kaizer
Ticket Office Manager

Kristen Koenig
Sales Manager

Emily Ladewig
Director of Finance

Allie Mormann
Banquet Manager

Helen Benesh
Accounting Clerk

Josh Oakland
Event Manager

Holly Olson
Director of Marketing

Jeff Schoening
Executive Chef

Craig Spillman
Director of Food & Beverage

Morgan Stewart
Banquet Manager

Sydney Upah
Ticket Office & Marketing Coordinator

Craig Wiebke
Director, Event Services, Theatres

Dustin Zuelsdorf
Sous Chef

Tanya Anderson
Janice Baker
Madeline Burkhardt
Sara Compton
Elaina Conrad
Jane Cox
Brad Dell
Paul Ferrone
Homer Gartz
Debra Gibson
Olivia Griffith
Kim Hanna
Molly Helmers
Carrie-Ann Johnson
Paul Johnson
Letitia Kenemer
Amanda Kniep
Emily Ladewig
Jennifer Leptien
Tammy Koolbeck
Laurie Law
Holly Olson
Donald Simonson
Kipp Van Dyke
Cinian Zheng-Durbin

AOIFA BOARD

Noelle Fultz
President

Jim Beckwith
Vice President

Dario Zaffarano
Secretary

Jack Horner
Treasurer

Roger Berger
Aaron Fultz
Joy Lang

Dave Millard
Jeffrey Prater
David Stuart
Marcia Thompson
Stephen Willson

Thomas Cunningham
Melanie Sullivan
ISU Student Representative
FINANCIAL PERFORMANCE

Our goal is to maximize revenue by hosting many well-attended events and minimizing expenses through efficient and cost-effective facility operations.

**FY 2019**

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Operating Income</td>
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<td>ISU Fund Allocation</td>
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<tr>
<td>Net Revenue/Cost</td>
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*Includes Flood Preparation Expenses

The King’s Singers with the Iowa Statesmen - February 14, 2019
Stars align for accessibility
Few places on the Iowa State University campus—beyond the astronomy department—have seen as many stars as Stephens Auditorium, which has hosted close to 10,000 performances and events since its opening in 1969.

When the auditorium was built five decades ago, the architects did not have in mind today’s idea of inclusive design—ensuring that facilities offer a welcoming physical environment for everyone. Now, certain aspects of the facility, like the location of restrooms and large number of steps, can be a hindrance for some people; in recent patron surveys, more than 50 percent of respondents mention the lack of accessibility to restrooms as problematic.

While advances have been made in enhancing the patron experience, Stephens is raising funds for several remaining projects, including a restroom addition, restroom upgrades and lighted handrails. Gifts from generous donors can help make the auditorium easier and safer to navigate—and ensure Stephens continues to fulfill its mission to keep the arts accessible to all.

LEARN MORE at www.center.iastate.edu/makeagift.
FY19 MAJOR ACCOMPLISHMENTS

⭐ Staff Accolades ........................................

Sara Compton - Bill Pelz Arts Advocacy Award, Ames Community Arts Council
Brianna Hall - IAVM 30 Under 30 Recipient
Kristen Koenig - Iowa State Association of Executives (ISAE) Leadership Development
Tammy Koolbeck - Chair-Elect, International Association of Venue Managers (IAVM)
Emily Ladewig - Leadership Ames Graduate
Craig Spillman - Venue Management School (VMS) Graduate Institute

Goldfinch Room Opens
January 2019

Oh, yeah...

WE BEAT BUDGET!
The 2018-2019 year was filled with a variety of events including these major conferences using the Iowa State Center Campus.

- IA Assoc. of Realtors in September (900 people)
- Engineering Career Fair in September (2,000 people)
- American Chemical Society (ACS) in October (1,200 people)
- All State Music Festival in November with these complimentary groups:
  - All State Music Association (800 people)
  - Iowa Music Educators (600 people)
  - Iowa Choral Directors Association (2,600 people)
- Integrated Crop Management Conference in December (1,000 people)
- Practical Farmers of Iowa in January (800 people)
- Precision Planting Winter Conference in January (700 people)
- Pioneer Corteva 219 Agronomy Leaders Conference in January (820 people)
- All State Speech Festival in February (3,500 people)
- Iowa Jazz Championships in April (2,700 People)
- Iowa FFA State Convention in April (3,000 students)
- Workiva in April (1,350 people)
- Iowa Reading Association + Iowa School Librarians in June (600 people)
- World Food Prize Iowa Youth Institute (320 high school students, 142 teachers)
BY THE NUMBERS
Fisher Theater

12,787
FY19 Total Attendance

157
FY19 Total Use Days
(Includes rehearsal days)

5,811
FY19 Tickets Sold

$79,033
FY19 Gross Ticket Sales

"In theatre, you have the power to bring voice to those who have been marginalized, discriminated against, left out, overlooked, or silenced."

Cast of Sense and Sensibility with Carrie Taylor and Nick Veenstra

Brad Dell, Carrie Taylor & Nick Veenstra

Godspell rehearsal
BY THE NUMBERS
Stephens Auditorium

134,749
FY19 Total Attendance

180
FY19 Total Event Days

71,455
FY19 Tickets Sold

$2,608,365
FY19 Gross Ticket Sales

San Francisco Symphony

NeedToBreathe: Acoustic Live Tour

RENT

The Beach Boys

The Beach Boys
Flocking to the Goldfinch

Tucked into a corner of Stephens Auditorium’s ground floor is the Goldfinch Room, an intimate listening room for performances by Iowa singer-songwriters made possible in part by donors.

Photo: Ed Laub
OUR FACILITIES
Fisher Theatre, Scheman Building, Stephens Auditorium

Iowa State Center General Fund & Donor Funded Projects

• Staging, curtains and curtain tracks, chair rails, stage lighting and sound systems were purchased and installed in Celebrity Café.
• Row 12 removed in Stephens to create an east/west aisle.
• Handrails installed in the balconies and loges.
• Handrails installed for Rows 10, 11 and 30.
• Cable ramp fabricated and installed at Row 11-13 entrance on right side of house.
• Complete asphalt resurface of Lot A1 and asphalt repair in other Iowa State Center parking lots.
• Access drive removed and replaced at Fisher Theater
• Sidewalk replacement and new curb and guttering at the Fisher access drive

FP&M Funded FY19 Projects

• Automatic controls installed for exterior lighting.
• Light pole replaced in Lot B after being struck by a snowplow.
• Removal and replacement of caulking on main floor windows on the east and west sides of Stephens.
• Removal and replacement of caulking around windows and doors in Fisher Theater’s main lobby.
• Stephens and Fisher both had projects initiated to stop water infiltration during rainstorms.
• Annual and semi-annual safety inspections with EH&S and building staff were conducted with safety concerns addressed and projects assigned for completion.
• Safety inspections of AED and fire extinguishers and fire suppression systems were completed as required.
• Throughout the year plumbing, electrical, HVAC and lighting concerns were addressed to keep the facilities operational and safe for guests using the facilities.
• Fiber optic cable damaged during parking lot construction was addressed and installed.
• Steam line replacement started at Iowa State Center buildings in the spring.

Shared Project Costs Between ISC General Fund and FP&M Funded Projects

• New wheelchair accessible area created by removing portions of Row 10 and 11 in Stephens.
• Wheelchair accessible areas expanded in Row 31 (Row 30 removed).
OUR FACILITIES
Fisher Theatre, Scheman Building, Stephens Auditorium

- Staging, curtains and curtain tracks, chair rails, stage lighting and sound systems were purchased and installed in Celebrity Café.

- Complete asphalt resurface of Lot A1 and asphalt repair in other Iowa State Center parking lots.

- Cable ramp installed at Row 11-13, house right

- Handrails installed for Rows 10, 11 and 30

- Wheelchair access expanded in Row 31

Access drive removed and replaced at Fisher Theater

Sidewalk replacement and new curb and guttering at the Fisher access drive
FOOD & BEVERAGE

Gross revenue from Food & Beverage including concessions and catering from July 2018 - June 2019:

$1.4 million

- Over 20 specialty Rice Krispies Treats designed specifically for artists and clients

- 2,680 Chocolaterie Stam chocolates were given away at various Stephens Auditorium donor events

- 5,705 gallons of coffee were brewed
TRAINING & DEVELOPMENT

- Harrassment Prevention (upon hire and annually)
- CPR-AED
- Building Evacuation Training
- Flood gate training
- Bloodborne Pathogens and Hazardous Waste
- See Something, Say Something
- Event Security: Empowering Your Personell
- Phishing Quiz - Cyber Security
- Plan for Severe Weather Like a Pro
- Emergency Preparedness for Performing Arts Organizations
- Service Animals - ISU Equal Opportunity Office
- Serving Customers with Disabilities
- Emergency Radio Protocol
- Trained Crowd Manager
- Academy of Venue Safety & Security
- Event & Arena Marketing Conf. (EAMC)
- IAVM Annual Conference, Venue Management School & Graduate Institute
- Leadership Ames, Emily Ladewig
- Iowa Society of Association Executives Leadership class, Kristen Koenig
- Various Ames Chamber of Commerce Events, e.g. Leadercast
DONOR RELATIONS

Through the performing arts, we are educating students, inspiring citizens and contributing to a culturally unique quality of life. The Stephens Performing Arts Fund helps support our programming and other projects.

Performance Underwriters
$75,000
Brian and Tanya Anderson
Elizabeth Beck
Jim Beckwith
Jay and Karen Heldt Chapman
Durbin-Zheng Family
Cecilia and Jack Horner
Arthur Klein
Todd and Jill Klindt
Mike and Tammy Koolbeck
Warren and Beverly Madden
Betty and Craig Miller
Steve and Randi Peters
Peter J. Reilly Estate
John and Suzan Shierholz
Brent and Maggie Wynja

Sponsors
$52,855
Allstate - Nicholas Testino Agency
Ames Chamber of Commerce
Ames Convention & Visitors Bureau
At Home Care Company
Best Western Plus Inn & Suites
Chocolaterie Stam
City of Ames
Dublin Bay
First National Bank
Iowa State University Foundation
Mark’s Dancewear
Mary Greeley Medical Center
Mcfarland Clinic
Nelson Electric
Northcrest Retirement Community
Orchesis 1 - Barche
Octagon Center for the Arts
Radisson Hotel & Conference Center at ISU
Stark Smiles
Stoltze & Stoltze Family Dentistry
Windsor Oaks
Workiva

Grants - $25,900
Ames Commission on the Arts
Ames Convention & Visitors Bureau
Arts Midwest
Iowa Arts Council

Performing Arts Fund
Total Contributions - $236,609
Number of Donors - 543

Stephens Auditorium
Handrails Project - $100,000
Warren and Beverly Madden
OUTREACH EFFORTS
An important part of our mission is being engaged in Ames and our surrounding communities. Iowa State Center’s outreach activities reach 60 counties across the state and include international artists.

Martha-Ellen Tye Performing Arts Institute Youth Matinee Series
• 13 shows – 18 performances – 12,582 attended in FY18
• More than 3,000 scholarship admissions valued at over $12,364 served students enrolled in the federally funded school lunch program based on income eligibility. New this year, we advertised and jointly presented ISU Theatre matinees with our Schooltime Matinee Series. This served to increase ISU Theatre’s reach as teachers across the state receive the brochure through Area Education Association media delivers. It also broadened the scope of programming available to high school audiences.

Young Concert Artist Residency
• The Telegraph Quartet, an exciting up-and-coming string quartet based in San Francisco, was in residency through a partnership with Ames Town & Gown Chamber Music Association. The quartet’s brief residency included lecture demonstrations and master classes in addition to their public concert.

Metropolitan Opera National Council Auditions
• 21 singers
• 3 world-class judges
• 3 sopranos advanced to Regional Competition
• 6 singers participated in the master class following auditions

On Stage!
The On Stage! Program continues to provide important access to the arts for students from Ames and Gilbert high schools. Selected students attended six shows throughout the year and wrote about their reactions.
• The Illusionists
• The Capitol Steps
• Noel
• Cirque Mechanics: 42 FT
• San Francisco Symphony with Michael Tillson Thomas
• RENT
The Iowa State Center’s OnStage Program began working with Learning Communities in the fall of 2016 to engage students with the performing arts. The goal of the program is to reach students from a wide spectrum of academic pursuits and demonstrate the value of performing arts as part of their education at Iowa State. Students, peer mentors and learning community coordinators attend one or more performances as a group. The following Learning Communities have participated in the program:

- Agronomy
- BOLD – Bridging Opportunities in Leadership and Diversity
- Chemical Engineering Transfer Students
- CONNECT FOUR – 1st year students of color College of Human Sciences
- EXCEL – Exploring Careers, Education and Leadership
- Freshman Honors Program
- Genetics
- Hixson Opportunity Awards
- IDEAL Transitions: InDustrial Engineers Are Leaders
- ISU 4U Promise
- Natural Resource and Ecology Management
- Physics and Astronomy
- Psychology
- Science of the Environment and Sustainable Systems
- Sky is the Limit

Following the performance, students reflect on the following questions and submit their responses:

- What were your impressions/observations of the performance?
- What have you gained as a person from the ONSTAGE program?
- What have you learned that could be applied to your course of study?

Response from student attending a performance of Something Rotten.

Response from student attending a performance by Cirque Mechanics.

Response from student attending a performance of Kinky Boots.
ISU OUTREACH

HONORS

Stephens Auditorium began working with the Honors Program in the spring of 2017. Each semester a seminar focusing on the Performing Arts Series is offered. In addition to attending three different performances, students learn about the background of each performing artist and tour Stephens Auditorium. Students consider the value of the performing arts as part of a university of science and technology. At the conclusion of the seminar, students give a presentation on the link between a specific performance and their field of study.

The audience development program, On Stage, brings students and teachers together through the arts. With generous funding from the Martha-Ellen Tye Performing Arts Institute, this program not only opens up the arts to students who might not otherwise have these experiences, but it fosters an appreciation, even a love, for the performing arts. According to Ames High School English Teacher James Webb, “Most come with a narrow interest span, but find their assumptions challenged. Many find their favorite shows are the ones they least expected to enjoy. ... It opens their minds to different types of shows, but it also gets them to reflect and articulate their thoughts and feelings about performances. They are building experiences and memories that they will carry long after they’ve forgotten even the best of my lessons in class!”

Comment from Ames High School English Teacher, James Webb.

Getting to see and experience a Broadway musical is really special to me, because I haven’t had a lot of opportunities like that in my life. Growing up on a farm in northern Wisconsin, we were pretty far away from getting to experience shows like this, both geographically and financially.

Response from student attending a performance of Kinky Boots.

From this experience, I learned more about diversity and how most people view agriculture. In the play it looked like most people thought of agriculture as pumpkins and farmer’s markets in a town square. I understand that not all people think this, but it is very eye opening to know that people do come from various backgrounds and perceive agriculture differently.

The idea of taking old concepts and applying them in new ways and building on them is a key step in writing hypotheses and research as well as work adaptability, which will greatly help me in the field of Agronomy and Seed Science research and industry.

Response from student attending a performance of Cinderella.
MARKET REACH & Fan Engagement

Throughout the year, we strategically place advertisements for shows to inform the Ames community as well as our surrounding communities. We also place ads in industry publications to target artists and management teams as well as agent, promoters, and national touring acts.

Television: 2640
WHO TV 13, KCCI TV 8, WOI TV 5, On Media/Mediacon, ICAN (Iowa Cable Advertising Network)

Radio Ads: 1863
iHeart Radio (KASI, KCYZ, KKDM, KDRB, KXNO, WHO), Des Moines Radio Group (KPSZ, KIOA, KSTZ, KAZR, KRNT, KMYR), Cumulus Radio KGGO, KHKI, KJYY, KWQW, KBGG), Iowa Public Radio, KFMG, KHOI, KFJB and KIX 101.1 in Marshalltown

Newspaper Ads: 223
The Des Moines Register, Datebook, Ames Tribune, The Sun, Iowa State Daily, Cityview and outlying newspapers that include the communities of Jefferson, Carroll, Dayton, Gowrie, Sac City and Ogden.

Niche Magazines: 25
Facets Magazine, Iowa Living Magazines, Iowa Architect, Fort Dodge Today

Digital Banner Ads: 99
Des Moines Register Digital Media; iHeart Radio Digital Media; Ticketmaster Blue Digital

CY Ride Bus Tails: 16

4,866 ADS
MARKET REACH & Fan Engagement

Facebook
12,282 Likes

Twitter
2,401 Followers

Instagram
905 Followers

Pinterest
42 Following
COMMUNITY INVOLVEMENT

Iowa State Center staff are heavily involved in the community – logging in over 1,200 hours in community involvement with local non-profit agencies, church and service organizations and national industry organizations. We believe in giving back to others and our staff members embrace these opportunities.

Missy Borton  
Food at First- volunteer  
United Way Day of Caring- volunteer

Sara Compton  
Church Choir- Collegiate United Methodist  
United Way Day of Caring- volunteer

Paul Ferrone  
Rotary Club of Ames- member  
Story County Alliance for Philanthropy  
Iowa Cultural Coalition

Brianna Hall  
FUEL Marketing Committee  
Main Street Nevada Steering Committee  
Food at First- volunteer  
Lincoln Highway Days- volunteer  
4th of July Parade- volunteer

Tim Hinderks  
LifeServe Blood Center- donor

Kristen Koenig  
Oversees the Vice President of Philanthropic Service  
United Way Day of Caring- volunteer  
Food at First- volunteer

Tammy Koolbeck  
AHA Go Red for Women Event- Exec. Leadership Team  
International Association of Venue Managers- First Chair and VMS Board of Regents  
P.E.O.- member, program and fundraising committees  
United Way Day of Caring- volunteer  
Iowa Presenters Network

Emily Ladewig  
Leadership Ames  
United Way Day of Caring- volunteer  
Food at First- volunteer  
AHA Go Red for Women Event- committee member  
GNEA Service Project  
Special Olympics- torch runner volunteer  
IAVM Audit Committee- 2018-19  
IAVM Mentor Program, mentee- 2018-19

Helen Nelson  
Midnight Madness- volunteer  
Story County Conservation- volunteer  
United Way Day of Caring- volunteer  
Special Olympics of Iowa- volunteer  
Adopt a Highway- volunteer

Holly Olson  
Ames Literary Society Member  
United Way Day of Caring- volunteer  
Food at First- Volunteer

Craig Spillman  
Young Professionals of Ames- member  
CAYAC (Catholic Ames Young Adult Community)  
United Way Day of Caring- volunteer

Craig Wiebke  
Iowa Masters Golf Tournament- volunteer  
Ames High Baseball Grounds Crew- volunteer
COURTESY OF LIFESPAN OF A FACT/SPECIAL TO THE REGISTER

author John D’Agata and Jim Fingal.

Stephens turns

ing the renown New York Philharmonic welcomed Stephens Auditorium into the world.

/f_ive unforgettable moments during the auditorium’s /f_ive decades:

See STEPHENS, Page 2E

literary and journalistic circles — it smashed it with a

D’Agata and co-author Jim Fingal as the latter fact

time he heard that “The Lifespan of a Fact,” a book he

Broadway

See BROADWAY, Page 2E

Radcliffe where he said “the room just didn’t stop

threads of his article until the whole thing begins to

publish.

The production is self-described as “the ultimate

Broadway play “The Lifespan of a Fact,” based on the

Cassino

DM-DSM0008506-13

SUNDAY, SEPTEMBER 23, 2018

DES MOINES, IOWA

AD. Just $6.00

North Parking Lot on

(10 &u nder free)

Exh

b

Over

0

artworks.

For AC hance To Win $50 Gift Certificates, Visit Our Facebook

Page at Callahan Promotions, Inc.

Stephens Auditorium Photo by Nick Tremmel, VenuWorks