



Community Center for the Performing Arts

## **Executive Director Updates**

**Nov-Dec 2022-2023**

**Deb Maher**

**My Message from the previous update is still true!**

### **Strategizing on moving forward**

I am working with staff on ways to be more efficient and generate income to support the organization. We are prioritizing activities that we think will lead to more income and cut expenses. We are managing our current financial situation as we, like most venues, are coping with a potential “COVID cliff”.

### **We Need More Earned Income to Add to Grant Funding**

We need to generate more earned income from shows with higher attendance rates and higher ticket prices, where possible. Skyeler is doing an excellent job booking shows and making significant contacts in the music industry that are translating to bookings.

#### *Earned Income Efforts*

- Increased beer and wine prices so they match the Eugene market.
- New merch! We now have photos that will be posted on the website. I will also be seeking a sponsor to contribute the necessary materials to build our kiosk.
- Proposed cookbook; as a volunteer effort
- Reviewing suggestion from Angela that we get our own ATM machine and collect the fees
- Seeking to install credit card reader for night of show purchases (the Square has been working well for upstairs concessions)

### **Donors can help support general operations!**

I am scheduling a meeting with the Oregon Community Foundation to discuss how we can gain more visibility through their Donor Advised Funds. I will be reaching out to more potential donors (private and corporate).



## Community Center for the Performing Arts

### **Conference Participation**

I attended the **Music Policy Forum** in Boise, December 6-9 and met with venues, artists, promoters, government reps, and agents from Alaska, Idaho, Washington and Oregon. I learned more about the challenges artists face when touring and what venues are doing to make their experiences less stressful.

Artists need the basics; accommodations, food, and clean clothes. They also need marketing and promotional help from venues. Some asked for a split of proceeds from alcohol sales.

The overarching theme is that we don't respect the arts in our country and we all need more support. Many venues are still struggling to recover from COVID. We are doing better than most venues because as a nonprofit we can apply for grants, get donations, and sponsors. In addition we have a membership base that for-profit venues do not have.

I was able to create stronger ties to Music Portland which offers a model of collaboration that can be replicated in Eugene.

### **Local Partnership Activities**

#### **University of Oregon**

We will be completing the MOU with the U of O outlining how we will work together. This will be used to gather construction materials so modules can be built offsite and installed later.

### **Community Outreach Activities**

I regularly attend the **Springfield and Eugene Greeters** gatherings at 6:30 in the morning. These have been very welcoming and helpful network opportunities. I am finding that people are very excited about the WOW Hall and are helping to promote what we do.

I am part of the **Independent Venue Coalition** board to work with other venues on developing a statewide strategy to support the longevity of our venues.



## Community Center for the Performing Arts

### **Status of Raise the Roof Campaign**

After our membership party, Dec. 9th we are now about \$23,000 away from meeting our \$50,000 goal which triggers a \$20,000 anonymous donation. We collected

- We still are looking for a \$20,000 Employee Retention Check for general operations
- And we are expecting a \$30,000 check from the Oregon Cultural Trust for the Raise the Roof Campaign.

**We still need your help in contacting your friends.**

**Please encourage them to give to the Raise the Roof Campaign.**

*Here's the link:*

<https://wowhall.org/raise-the-roof/>

### **New Volunteer Local Database**

Lake is working with a talented group of volunteers who are helping to get the new volunteer database up and running. Volunteers will sign in on an Ipad when they are working a shift. We expect this to go live by the end of December.

**Please continue to.... *Help Generate a GOOD Buzz about the WOW Hall***

**Our key message:**

*Join us in building a community culture that includes everyone. Come for the music, stay to make new friends.*

**See you on ZOOM at our board meeting  
Monday, December 18, 2023**