



Community Impact Report 2009/2010

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Letter from the Mayor

Dear Friends and Community Members,

It is on the behalf of the city of Escondido that I welcome you to share in celebrating the impact the California Center for the Arts, Escondido has had on our community and on San Diego County in the 2009/2010 Season.

As you read through the following pages you will learn the many ways in which the Center positively impacts this community, serving as a unique cultural asset to the region.

More than a performing arts venue, the Center is a vital economic engine and serves as a financial anchor to our downtown business community. The Center brings in hundreds of thousands of visitors annually, whose dollars boost the business of our local retailers.

Speaking on behalf of the City, we are proud to see the Center touch the community in so many positive ways. At a time when many children no longer receive arts education in their classrooms, thousands of children and teachers have benefited from low-cost and no cost programs like *My Story: Literacy Through the Arts*, *Center Stage: Performances for Youth*, Educators Open House and free Teacher Workshops at the Center. These programs fulfill a vital role in the educational community, and we're happy to see them carried out so successfully.

The Center provides a place for entertainment, and for the community to share in annual traditions and celebrations. In the 2009/2010 Season more than 34,000 people attended

free, community events and performances including July 4th festivities, the Día De Los Muertos Celebration, the annual Holiday Tree Lighting Ceremony, Free First Wednesday Performances and museum admissions.

In a year in which the Center has seen and overcome so many challenges, we are pleased to share in celebrating the efforts of such a successful year reflected in these pages. We look forward to enjoying many more years of Center performances, community celebrations, thought-provoking exhibitions, and economic vitality, as the financial ripple of the Center's success touches the community that surrounds it.

Mayor Lori Holt Pfeiler

California Center for the Arts, Escondido 2009/2010 Season Statistics

- More than 40,000 people attended free, community events and performances at the Center, including July 4th festivities, the Dia De Los Muertos Celebration, the annual Holiday Tree Lighting & Winter Wonderland and Wells Fargo Free First Wednesday Performances
- Nine performances were fully underwritten by Giving Circles and donors, with a total of \$157,115.00 raised
- 2,036 students participated in hands-on arts projects led by Center Teaching Artists, education staff and volunteers.
- 11, 126 kindergarten through 12th grade students from 48 different schools experienced live theater through *Center Stage: Performances for Youth*
- 509 fourth and fifth grade students in 16 Escondido Union School District classrooms participated in the in-depth, 6-month *My Story: Literacy Through the Arts* and 4th grade drama program.
- 25 public and home-school teachers gathered information at the Center Education Department's *Educator's Open House*
- 375 students reached in four Career Fairs: the San Diego Educational Theatre Association's "Tech Fest 2009," Grossmont Union High School District's "1st Annual Visual & Performing Arts Festival," Patrick Henry High School's 2nd annual "For Seniors Only Career Exploration Fair," and Rancho Buena Vista High School's "3rd Annual Trade & Career Fair."
- 233 students contacted in four Career Days at: Del Dios Middle School, Grace Lutheran School, Hidden Valley Middle School, and Mission Middle School.
- 3 Museum Openings: *Quint: Three Decades of Contemporary Art; Death Comes to Everyone: A Participatory Offering*; current exhibit (*Material Matters: Selected Works by Allied Craftsmen, Chimerica Dreality, Chance and Circumstance*)]
- 5,749 people viewed the exhibition "*Quint: Three Decades of Contemporary Art*"

- 4,187 people visited the exhibition *Material Matters: Selected Works by Allied Craftsmen, Seth Augustine: Chimerica Dreality and Anne Mudge: Chance and Circumstance*.
- 1,908 students participated in free docent-led Center Museum tours followed by creating their own *Studio Art* project related to the exhibition.
- The Center's First Benefit Auction *Curiosity* raised \$20,000 with 110 attendees.
- 5,174 people attended Center presented shows
- 7,981 enjoyed 20 Wells Fargo Free First Wednesday performances
- 89,265 tickets were sold for all performances at the Center, totaling \$1,478,054.92
- 89,488 people attended theater rental events
- \$400,000 was generated by theater rentals
- \$45,000 was generated by art studio rentals
- 89,370 people visited the Conference Center, attending 503 events.
- Center volunteers performed more than 20,000 hours of volunteer work – the equivalent of nearly 10 full time positions, and representing approximately \$250,000.00 in salary savings.

Educational Contributions to the Community

The Center's Education Department serves a vital function in the Escondido community and beyond. With fewer arts programs offered in public schools each year- and none at all in many schools- their role to provide educational arts offerings is more important than ever. Programs like *My Story: Literacy Through the Arts* invite children to participate in the arts, while enhancing their confidence and academic skills at the same time. *Center Stage: Performances for Youth* productions invite teachers to bring their students from all over San Diego County to experience live theater on a professional stage- many of them for the very first time. We're proud to share these statistics with you that show just how many lives were impacted by the Center's Educational efforts this year.

- 2,036 students were engaged in hands-on arts projects led by Center Teaching Artists, education staff and volunteers.
- 296 museum tours were given to students from 29 different schools, who enjoyed 50-minute interactive tours of the Center Museum exhibitions led by docents trained in *Visual Thinking Strategies*. After exploring the artwork students participated in hands-on artistic activities.
- 347 tours were given by volunteer docents
- 11,097 K-12 students from 49 different schools experienced live theater through *Center Stage: Performances for Youth* Productions – about 1,684 more students than in the 2008/2009 Performing Arts Season. The *Center Stage* program engages students with a variety of curriculum areas such as history, literature and music.
- 93 people discovered a variety of local resources when they attended the Educators Open House

- 100 teachers learned new ways to engage and educate students when they attended four free information Teacher Workshops, as part of the Teacher Workshop series.
- 509 4th and 5th grade students participated in *My Story: Literacy Through the Arts*
- 127 students participated in the 4th grade outreach program that teaches students about California history through lessons in drama

Museum Tour Schools Attending 2009/2010 Season

ArtsTech Academy, San Diego
 California State University, San Marcos
 Central Elementary School, Escondido
 Christian Family Schools, Ramona
 Chula Vista Community College, Chula Vista
 Classical Academy High School, Escondido
 Coastal Academy Home School Group, Oceanside
 Conway Elementary School, Escondido
 E-cademy, San Diego
 Empresa Elementary School, Oceanside
 Escondido Apostolic Christian Academy, Escondido
 Farr Elementary School, Escondido
 Glen View Elementary, Escondido
 Grace Lutheran, Escondido
 Hidden Valley Middle School, Escondido
 International Culture Learning, San Diego
 Lincoln Elementary School, Escondido
 L.R. Green Elementary, Escondido
 Mission Middle School, Escondido
 National University, Oceanside
 Palomar Continuing Education, San Marcos
 Pauma School, Pauma Valley
 Rock Springs Elementary, Escondido
 Temple Heights Elementary School, Vista
 UCSD, La Jolla
 Vista Academy Of Visual and Performing Arts, Vista
 Westwood Elementary, Poway
 William K. Frazier Elementary, Fallbrook

Center Stage Schools Attending 2009/2010 Season

Bear Valley Middle School, Escondido
 Bernardo School, Escondido
 Cardiff Elementary, Cardiff-by-the-Sea
 Central Elementary, Escondido
 Coastal Academy Home School Group, Oceanside
 Conway Elementary, Escondido
 Del Dios Middle School, Escondido
 Escondido Christian School, Escondido

Fallbrook Montessori, Fallbrook
Farr Elementary, Escondido
Felicita Elementary, Escondido
Garrison Elementary School, Oceanside
Hidden Valley Middle School, Escondido
High Tech High, North County
Hope Elementary, Carlsbad
Hope Christian Preschool, San Diego
Horizon Prep, San Marcos
Iowa Street School, Fallbrook
James L. Day School, Murrieta
Juniper Elementary, Escondido
King Academy, Escondido
La Costa Meadows Elementary, Carlsbad
Life Home School Group, Menifee
Lincoln Elementary, Escondido
L.R. Green Elementary, Escondido
Miller Elementary, San Diego
Mission Middle School, Escondido
Monte Vista Elementary, Vista
North Broadway Elementary, Escondido
Oak Hill School, Escondido
Orange Glen High School, Escondido
Pioneer Elementary, Escondido
Reidy Creek Elementary, Escondido
Richland Elementary, San Marcos
San Elijo Elementary, San Marcos
San Pasqual High School, Escondido
San Pasqual Union Elementary, Escondido
Spencer Valley School, Santa Isabel
Springall Academy, San Diego
St. Mary's Elementary, San Marcos
Stuart Mesa Elementary, Oceanside
Stone Ranch Elementary, San Diego
Temecula Valley Charter, Temecula
Triple Crown Elementary, Perris
Twin Oaks Elementary, San Marcos
Under the Cross Academy, Temecula
Vista Academy Of Visual and Performing Arts, Vista
Westwood Elementary, San Diego

Learning through the Performing Arts

Center Stage: Performances for Youth is North County's only series of performances specifically designed to be integrated into kindergarten through 12th grade curricula. *Center Stage's* eight productions (including Tomie de Paola's *Strega Nona: the Musical* and *A Midsummer Night's Dream*) supported teachers by offering California Standards-

based educational content in a lively, colorful, artful form. The teachers also received accompanying lesson plans to use in their classrooms for more comprehensive learning. We're happy to report that this year's goal to increase middle and high school student attendance was successfully reached. This year, 11,097 K-12 students from 49 different schools attended *Center Stage* productions.

Teaching Artists in Local Schools

The elementary education outreach program, *My Story: Literacy through the Arts* was nationally recognized through a prestigious grant from the California Arts Council. Now in its fifth year, the *My Story* program builds students' confidence and literacy skills as they discover ways to express themselves through art. Four 4th grade classrooms (127 students) learned drama skills and "lived through" California history, while twelve 5th grade classes (382 students) symbolically captured significant moments in their lives through the use of digital photography and writing. The generous support of foundations, corporations and dedicated individuals has helped this program to continue to grow each year. Additional funding produced a successful second year for our newest 4th grade outreach program that explores California history through drama; four classes were able to participate. In total, 509 students in 16 Escondido Union School District classrooms benefited from this innovative arts education curriculum.

Teachers Discovered New Ways to Educate

Three free hands-on workshops provided 100 teachers with ready-to-use lessons and activities that integrated the arts into academic subjects, including history-social science, natural and life sciences, and English-language arts, potentially benefiting more than 7,000 children. In addition, collaborations with the Escondido Children's Museum and the Escondido History Center, such as the 2009/2010 Educators' Open House & Resource Fair, connected local teachers with available educational programming from more than twenty regional non-profits, including the Wild Animal Park, the San Diego Botanic Garden, and the Escondido Public Library.

Visual Arts at the Center

The Center Museum saw incredible success in 2009 with "*Quint: Three Decades of Contemporary Art*," a survey of artists nurtured by Quint Contemporary Art. The exhibition explored how the vision of one local gallery has contributed to the commonwealth in the artistic community of San Diego, in the art world, and for each individual artist as they have found their notoriety and artistic voice. Over the course of the exhibition, 5,749 people came to see this amazing collection that represented local, national and internationally known artists. In Spring of 2010 the Center Museum unveiled three exhibitions: *Material Matters: Selected Works by Allied Craftsmen*, *Seth Augustine: Chimerica Dreality* and *Anne Mudge: Chance and Circumstance*. *Chimerica Dreality* is a visually dramatic culmination of the local artist's experiences in China. *Material Matters: Selected Works by Allied Craftsmen* showcases work by 23 members of the local organization founded more than 50 years ago, featuring a visceral experience of both material and object unique according to each body of work. *Chance and Circumstance* focuses on artwork by Anne Mudge, who manipulates wire, twine, thread

and ribbon into meticulously constructed bound forms. This round of exhibitions drew in 4,187 people.

Once again, the Center Museum broke new ground offering novel and creative ways to discover and experience contemporary art. In the 2009/2010 Season, ongoing programs were complimented with new educational components - a class by artist Alisa Burke on designing canvas into fashionable and uniquely styled purses; and a field trip to Los Angeles to visit the studio of artist Seth Augustine (creator of the exhibition *Chimerica Dreality*), experience the Chinese Lantern Festival, and partake in an authentic Chinese dinner. The Center Museum sought to inspire health and wellness in the serene setting of beautiful art with its yoga and tai chi classes held in the gallery. A collaboration with the Escondido Children's Museum, *Dragon Race 500* combined traditional Asian dragon boat races with the American Indy 500 for a fun day of crafting dragon puppets, which sat atop racing remote control cars.

Museum Statistics

- Special Activities
 1. Smithsonian Magazine Day: 40 attendees
 2. Canvas Remix: 19 attendees
 3. Chimerica Express: 20 attendees
 4. Dragon Race: 120 attendees
- 5 Museum exhibitions, including *Muerte de todos: Ofrenda de Participacion*
- 3 Museum Openings: *Quint: Three Decades of Contemporary Art; Muerte de todos: Ofrenda de Participacion; and Material Matters: Selected Works by Allied Craftsmen, Chimerica Dreality, Chance and Circumstance*]
- 5 artist lectures/demonstrations: *Discovering Artists; Artist Encounters; Canvas Remix; Dysfunctional Furniture; Chimerica Express: We Make Drealities Come True.*
- 1 class: *Canvas Remix*
- 265 adults attended Museum tours, including 2 *Behind the Scenes* tours
- 1,321 attendees at *Wells Fargo Free First Wednesday* Center Museum tours
- The Center's First Benefit Auction: *Curiosity*
 1. 110 attendees
 2. \$20,000 raised
 3. More than \$30,000 in-kind donations received

- Attendance for Fall Exhibitions: 08/15/2009 – 12/31/2009
 - 483 - Adults
 - 256 - Seniors
 - 107 – Students and Military
 - 84 - Members
 - 767 - Schools

- Attendance for Spring Exhibitions: 02/13/2010 - 07/04/2010

428 - Adults
329 - Seniors
145 - Students and Military
99 - Members
1,334 - Schools

- Wells Fargo Free First Wednesday

On the first Wednesday of each month, the Museum is free to attend. This opportunity allowed the Center to reach out to those attending the Wells Fargo Free First Wednesday performance, as well as reaching those who may not be able to afford entrance to the Center Museum.

25 attendees in September 2009

136 attendees in October 2009
226 attendees in November 2009
131 attendees in December 2009
271 attendees in March 2010
212 attendees in April 2010
200 attendees in May 2010
131 attendees in June 2010

Performing Arts at the Center

Giving Circles Support Performing Arts

Due to the incredible generosity and vision of many committed individuals and companies, we are proud to report that we have been successful in our first year working under the new model for Performing Arts. Throughout the 2009/2010 Season, we continued to reach out to current and new donors to inform them about, and update them on our progress, and secure underwriting for the 2010/2011 Performing Arts Season.

In 2009/2010, the Center presented **nine performances** that were fully underwritten by Giving Circles and donors. We are ever grateful for their generosity. The total amount raised was **\$157,115.00**.

Giving Circle Participants

Anstes Agnew
Richard & Amy Balk
Lois Brossart
Marilyn Dailey
Dr. D. & Sunny Frowein
Peggy Keifer
Dr. and Mrs. Neal Loughnane
Mrs. Burtine Morse

*John & Kathy Rubesha
Ed Sanders
Portia Shumaker
Julian and Gale Stienon
Dr. David and Lynn Tagge
Weir Asphalt Construction Group –
George & Cindy Weir
Mrs. Jean Will*

The Center and community are indebted to these incredible arts patrons and friends of the Center. Without them we could not have laid the groundwork for the new model on which we continue to grow. For more information about becoming part of a Giving Circle, please contact Tina Inscoc, Annual Fund Director at (760) 839-6312.

The Arts and Culture Education-Student Ticket Initiative Continues, Thanks to a Generous Grant from Mrs. Frances Hunter

Thanks to the generous support of our donors, local college arts students can take advantage of free tickets to world-class performances and admission to the Center Museum. This program is designed to accompany college level course work in the arts under assignment from professors. In the 2009/2010 Season several college students from all over San Diego County took part in this program.

A very special thank you goes to Mrs. Frances Hunter for her very generous Challenge Grant of \$15,000 that the Center was able to match and exceed. A resident of Rancho Santa Fe, Mrs. Hunter has been active on the Board of the Rancho Santa Fe San Diego Symphony Guild, the San Diego Opera Guild, the San Diego Chamber Orchestra and the Rancho Santa Fe Foundation. Music has been her passion since high school. In 1997 the Hunter family embarked on a project of vital importance – the renovation of the “Old Music Building” at Whitman College in Washington State. Thanks to their involvement, the building is now known as the Frances Geiger Hunter Conservatory and has enabled the creation of an innovative Center for Communication Arts and Technology.

The California Center for the Arts, Escondido, is extremely grateful that Mrs. Hunter has supported the Arts and Culture Education-Student Ticket Initiative, thereby spreading the joy of live performance theater, music, and dance to San Diego County college and university students. To make a donation to the Arts and Culture Education-Student Ticket Initiative please call the Development Department at (760) 839-4124.

Performing Arts at the Center in the 2009/2010 Season

This year the Center offered eight shows that were fully underwritten by generous donors and sponsors who gave a total of \$157, 115 to see various genres of music and theater brought to Center stages. These performances brought in an audience of 5,174 people. In total, the Center sold 89,265 tickets to entertaining events that showcased a variety of performing arts. The total revenue for all tickets sold was \$1, 478, 054.92.

- \$34.00 was the average adult admission price offered
- \$30.00 was the average senior/child admission price offered
- \$65.00 was the highest single ticket price paid
- \$15.00 was the lowest single ticket price paid
- \$32.00 was the median ticket price paid
- \$248,256.50 was earned from internet sales, including 6,655 tickets sold
- \$5,013.36 was earned from group sales, including 190 tickets sold
- 7,981 people attended Wells Fargo Free First Wednesday performances
- 218 student rush tickets were sold
- 397 Family 4-packs were sold
- 60,555 adult tickets were sold
- 6,247 senior tickets were sold
- 5,879 comp tickets were given
- 14 people attended shows offered through the Student Ticket Initiative. Colleges that participated in the Student Ticket Initiative were CSUSM, Palomar, MiraCosta and SDSU.

Visitors to the Center

At the California Center for the Arts, Escondido, we are proud to rent our unique venues to outside promoters and other organizations, sometimes in combination with the Conference Center. Our 1,500-seat Concert Hall and 400-seat Center Theater each provide professional stages and seating for incredible live performances, corporate meetings, and unique dinners on stage. The lobby areas accommodate business and personal events, such as trade shows and weddings. Art and Dance Studios are home to private art classes, and are rented as practice space for actors and dancers.

- 89,488 people attended rental events at the Center
- \$400,000 in revenue was generated by theater rentals
- \$45,000 in revenue was generated by studio rentals
- 20 clients rented the Center's studios
- 739 rental events took place in the Center's studios
- \$45,000 in revenue was generated by studio rentals
- 72 clients rented the Center's two theaters
- 92 performances took place in the Center's two theaters
- 169 days in the 2009/2010 Season were devoted to performances in the Center's two theaters

Education Tax Sharing Partnership

Each year the Center partners with the City of Escondido, Escondido Union School District, Escondido Union High School District, San Marcos Unified School District and Palomar College to produce student performances at the Center. This partnership enables schools from these local districts to present band concerts, talent shows, dance recitals, theatrical presentations and more on the Center's stages. As their host, the Center provides technical staff to set up and operate sound, lights and all staging needs at no cost to these Educational Tax Sharing Partners. Labor costs- including ushers, ticket office staff, housekeeping, security, and engineering- that are required to operate the Concert Hall and Center Theater, are also absorbed by the Center. As a community resource, the Center offers students perhaps their first and only opportunity to perform on a world-class professional stage in front of family and friends.

In the 2009/2010 Season, the following schools held 25 performances at the Center as part of the Education Tax Sharing Partnership.

Bernardo Elementary School
Conway Elementary School
Escondido Union School District Elementary Band
Escondido Union School District Honor Band
Escondido Union School District Media Fest
Escondido High School
Orange Glen High School
Palomar Community College
San Elijo Middle School
San Marcos Middle School
San Marcos Unified School District Festival Concert
San Pasqual High School

Conference Center

The Conference Center at the California Center for the Arts, Escondido offers more than a space for private meetings. With more than 9,000 square feet, the Conference Center's ballroom, meeting rooms and pre-function foyer serve as an ideal venue for intimate gatherings, national conventions, weddings, fundraisers and grand galas.

In the 2009/2010 year, 89,370 people visited the Conference Center, attending 503 events.

"We have been holding regular meetings and special events at the California Center for the Arts Escondido Conference Center for nearly a decade. We have always enjoyed the central location and excellent facilities that CCAE offers, as well as the well-trained and attentive staff. But perhaps most importantly, we appreciate the fact that our money goes back into the local community.." - Clint Glaze, Marketing Manager, U.S. Foodservice
San Diego Feb. 2010

This year the Conference Center saw a variety of visitors, from corporate employees and city officials gathering for meetings, to weddings, trade shows and private dinners. The Conference Center's 9,000 square foot of ballroom space and several meeting rooms offered the community a place to meet, gather and in some cases say "I do."

- 255 Corporate events were held at the Conference Center
- 96 Non-profit groups used Conference Center facilities
- 14 couples said their vows on Center grounds
- 117 Social, military, University, Religious and Fraternal groups held meetings and other various events in the Conference Center.

Sample of Corporate Events from 2009-2010

Automobile Club of Southern California
BAE Systems
California State University San Marcos (regular client)
Datron quarterly meetings
Fagen, Friedman and Fullfrost Bi-Annual Meetings
Graybill Medical Group meetings
H & R Block
Institute for National Resources Seminars
Ken Blanchard Companies Internationally Webcast Meeting
North County Oral and Facial Surgery Trade Show
North County Times
North San Diego County Antique & Collectible Trade Show
National Conference for the United Church of God
North San Diego County Association of Realtors Seminar
Palomar Pomerado Hospital (regular client)
Pesticide Application Professional Association Trade Show & Seminar
Realty Income Annual Shareholders' Meeting
Sandicor Seminar
San Diego North Economic Development Council (regular client)
Sharp Community Medical Group Quarterly Meetings
Team Builders
Union Bank monthly sales meetings
U. S. Foodservice Regional Trade Shows
Wells Fargo Bank (regular client)

"I can't say enough good things about our event! The food was delicious, the room set-up was perfect and the staff was outstanding."- *Cookie Allen, Escondido Public Library*

"We've already started receiving compliments on the event. Thank you for all of your hard work. Please also extend our thanks to the entire staff who helped with the event. I can truly say I've never worked with a venue that provided the level of customer service we received from you and CCAE. Thank you again and job well done. "- *Brandi B. Turner, Community Relations Manager SDG&E*

"The Staff was extremely helpful especially with our last minute requests and time changes. They went out of their way to make sure that all of our needs were met. Thank you again for helping to make our meeting a success. We look forward to using your center for future meetings."

Beverly Batchelder- Project Manager, Wells Fargo

Technical Production

Developed over the past fifteen years, the Center offers a four-pronged pathway toward stagehand union membership and employment. First, to increase awareness in the community about this career option, the Center begins by offering two educational outreach programs:

Technical Production Presentations and Career Days (375 students)

In partnership with the Escondido Education COMPACT (a local organization dedicated to providing youth with job readiness training and linkages to employment), Center technical production staff gave engaging presentations at local middle schools to showcase the craft of theater and musical productions, and discuss options available to those with an interest in the arts and related technical careers. In addition, area students came to the Center on *Career Days* to job shadow staff in all areas of arts administration and management. Served were: Encinitas Union School District, MiraCosta College Theater Department, MiraCosta College Music Technology Department, Vista Academy of Visual & Performing Arts, Clairemont High School, two groups from the Classical Academy, Escondido High Charter School, Escondido Apostolic Christian Academy, Carlsbad High School, Orange Glen High School, and San Pasqual High School.

Behind the Scenes: Technical Demonstrations (262 students and 38 adults and teachers)

Middle school through college classes came to the Center's theatres to interact with the Center's professionals, get first-hand looks at operations that take place backstage, and receive some hands-on lighting and sound equipment practice.

Honor Crew

Five outstanding high school theatre students worked alongside technical staff on a three-day professional production, "Martinis and Tikis: Cool Music and Hot Nights" featuring Orchestra Nova. They were given real-world job skills in stage management, and lighting and sound design.

Stage Technician Intern Program

The Stage Technician Intern Program is a competitive, paid, 1,000-hour internship available to high school graduates (or those with a GED equivalent). Each paid *Stage Technician Intern* spends 1-½ to 3 years learning about operating and maintaining equipment, experiencing the importance of working on a team, and gaining understanding of the various departments within the theater and their contributions to its operations. This year, eight interns progressed at their own pace in working toward gaining an IATSE pre-apprenticeship permit.

- “I hope to come back as a part of the Honor Crew next year and, later, as an Intern.”
- "I enjoyed it immensely and feel that I learned a lot.”
- “It was an incredible experience working with all of the (stagehands) here at the Center.”
- “This year’s Honor Crew seemed to have grown tremendously since last time. The addition of the two workshops were [sic] awesome.”

--- 2009/2010 Honor Crew members

Career Days, Career Fairs, and discussion panels included:

- Participation in the Center Education Department’s Educators’ Open House, offering information to about 25 public teachers and home-school teachers
- Participation in four Career Fairs: the San Diego Educational Theatre Association’s “Tech Fest 2009,” Grossmont Union High School District’s “1st Annual Visual & Performing Arts Festival,” Patrick Henry High School’s 2nd annual "For Seniors Only Career Exploration Fair,” and Rancho Buena Vista High School’s “3rd Annual Trade & Career Fair,” during which contact was made with approximately 375 students.
- Participation in four Career Days: at Del Dios Middle School, Grace Lutheran School, Hidden Valley Middle School, and Mission Middle School, during which contact was made with approximately 233 students.

“I learned many things about what it’s like to work in the theatre. I know that I should make sure I have good people skills because I will be working with a lot of people. I also learned that having computer skills might come in handy, too. I am hoping that maybe someday I can have a good job in the theater. In the future, I plan to go to college and learn all that I can, just as you recommended.”

--- Student at Del Dios Middle School

Technical Demonstrations, theatre tours, and classes included

- Theater tour for 10 students
- Theater tour for approximately 15 educators from the Encinitas Union School District
- Theater tour for nine people from Lisette’s Dance
- Theater tour and systems demonstration for four Center members
- Theater tour for 16 students from MiraCosta College Theater Department

- Theater tour and access to stage to conduct acoustical tests to earn merit badges for five Girl Scouts
- Audio master class for 18 students from MiraCosta College Music Technology Department
- Counterweight system master class for 10 students and two instructors from the Vista Academy of Visual & Performing Arts
- Tech Demos at the Center performed for 35 people, including 15 Center volunteers and approximately 35 Girl Scouts
- Eight Tech Demos at the Center for approximately 160 local students and their chaperones from Clairemont High School, two groups from the Classical Academy, Escondido High Charter School, Escondido Apostolic Christian Academy, Carlsbad High School, Orange Glen High School, and San Pasqual High School

Special Events

Thanks to the generosity of our sponsors, made up of individuals, foundation and corporate partners, the Center is able to provide outstanding free community events throughout the year- many of which have become much anticipated gatherings. During the 2009/2010 Season, Escondido's civic leaders, community, family and friends gathered together to celebrate annual traditions on the Center's beautiful campus.

- 400 people attended the annual Season Previews
- 25,000 people attended the Center's annual July 4th festivities
- 3,000 Classical Music fans attended Center's free Pops Concert
- 1,300 people in the community gathered together to celebrate Día De Los Muertos (Day of the Dead)
- 1,000 people celebrated the holidays at the annual Holiday Tree Lighting and Winter Wonderland event
- 2,996 people were entertained at the exceptional Marine Band concert
- 1,108 people attended the stunning performance by Navy Band Southwest

Marketing

The Center's Marketing Department works hard to promote the Center through advertising and grassroots efforts, creating relationships with the media, and maintaining a presence in the community.

The Center's social media efforts draw in new audiences, engage long-time members in a new format, and communicate with the community in a way never before possible. In the 2009/2010 Season the Center's website saw 2,569,487 page views, and 201,533 unique web visitors.

Human Resources

Employment at the Center

The California Center for the Arts, Escondido offers a unique work environment that promotes and encourages creativity, diversity, teamwork, and personal and career growth. We are always seeking individuals with integrity and talent but especially those unique individuals who yearn to make a difference in the lives of others. We are committed to maintaining a team of professionals that are as diverse as the patrons we serve. Gathering the right talents to execute our mission requires that a diverse group of individuals work together with a shared vision, passion, and sense of commitment.

All job offers are contingent upon successful background checks including professional and personal references, possessing appropriate and legal documentation to work in the United States, passing a pre-employment nine-panel drug screen, and depending on the position, criminal background checks.

- Average number of Center employees on each pay period: 145
- Number of applications and resumes received during the 2009/2010 Season: 700
- Number of new hires in the 2009/2010 Season: 29 (6 Full Time; 23 Part Time)
- Number of terminations in the 2009/2010 Season: 66

Top Three Reasons for Termination:

- Relocation
- Another job
- Involuntary Discharge

Training and Development

At the California Center for the Arts, Escondido training and development is a year-round, on-going process for all new and existing employees.

Training and Professional Development Courses:

Mandatory Sexual Harassment Training

In compliance with California labor laws, the Human Resources department held various two-hour Mandatory Sexual Harassment Training sessions for existing and new managers. These sessions were facilitated by the Human Resources Director and included a video, a PowerPoint presentation, a quiz, and interactive scenarios.

Mandatory Management Policies and Procedures Training

The Human Resources department conducted a variety of mandatory management training sessions covering a range of topics, including Center policies and procedures, various labor laws including meals and breaks, timekeeping and other wage and hour regulations, as well as basic supervisory training. This training was conducted for all new supervisors and managers.

Additional Training

- Variety of topics were covered during All Staff meetings including ADA, Service Animal and Wheelchair Etiquette; Sexual Harassment Prevention for all staff; Customer Service; Safety and Evacuation; H1N1 Flu Training
- CPR/First Aid Training
- Food Handler's Training and Certification
- Microsoft Office Suites

Regulatory Compliance

The Center fully complied with all federal and state laws and legislations. To ensure full compliance, policies were reviewed and updated throughout the year. In addition, staff and management training occurred on an as-needed basis.

Benefits

The Center held its annual Open Enrollment meeting on May 28, 2010 for its 50 eligible employees. The Center paid 65% towards employee benefit premiums. Employees paid 35% of their premium.

The Center's benefits plans included medical, dental, vision, health care spending account, dependent care spending account, unlimited access to the Center's Employee Assistance Program (EAP) through Horizon Health, and retirement savings programs/403(b) plans through TIAA-CREF and Vanguard.

Workers' Compensation

This year, the Center's Experience Modification Factor, which is an important component used in calculating workers' compensation premium was 77%. This significant achievement in cost savings was directly attributed to the tremendous amount of training and staff's conscious efforts in maintaining an injury-free workplace.

Volunteers

Last year, 180 dedicated Center volunteers contributed 20,000 hours, equal to nearly 10 full time positions and representing **\$250,000 in salary savings!** These dedicated individuals served valuable roles at the Center, including:

- *Center Tour Guides and Red Coats*
- *Concert Hall Gift Shop Attendants*
- *Education Volunteers & Studio Instructors*
- *Get the Word Out Marketing Volunteers*
- *Information Table Volunteers*
- *General Office Support*
- *Museum Docents*
- *Ushers*

To date, nearly **1,500 people have served as Center volunteers**, representing nearly **\$3,500,000.00 in total salary savings!**

Our volunteers represented a diverse demographic in San Diego County:

- 56% of our volunteers lived in Escondido
- 30% of our volunteers lived in North County Inland or Coastal
- 10% lived in Southern areas within San Diego

COMPACT

Each year Escondido Education COMPACT, in partnership with the Escondido Union High School District, utilizes the Center's space as a meeting place for their annual Job Shadow Day and Youth Opportunity Day. Through this collaboration, between 300 and 400 high school students participated in on-site interviews and were selected for a variety of paid and non-paid internship positions and/or were routed to job shadow locations.

In addition, last year, the Center participated in the first Summer Youth WorkForce (SYF) program through the Escondido Education COMPACT. Joining forces with other North County organizations committed to engaging the youth in the region, collectively 300 area youth were positively impacted, where they obtained a variety of skills and experiences towards their future career successes.