



Boston  
Gay Men's  
Chorus

*Creates musical experiences to  
inspire change, build community  
and celebrate difference*

## 2013-2014 ANNUAL REPORT



Photos: www.scarpettaphotography.com

## SUMMARY

The 2013-14 Season/Fiscal Year was a successful and productive year. Music Director Reuben M. Reynolds III oversaw a remarkable season:

- 23 public performances for more than 10,000 people
- 4 world premieres; 1 regional-premiere
- 53 members sang their first concert this season
- Outreach events raised \$67,500 for beneficiaries

The organization was led by Peter Crosby in his first year as President. Laura DeVeau served as Vice President, John Moran as Treasurer and Michael Nuss as Clerk. Board members serving during the year were: Michael Alltop, Izzy Berdan, Stephen M. Conner, Jeff Fatchaline, Michael Gillespie, Jeremy P. Hayes, Michael Lombo, Andrew Martinez, Kevin Rice and Theresa Smith

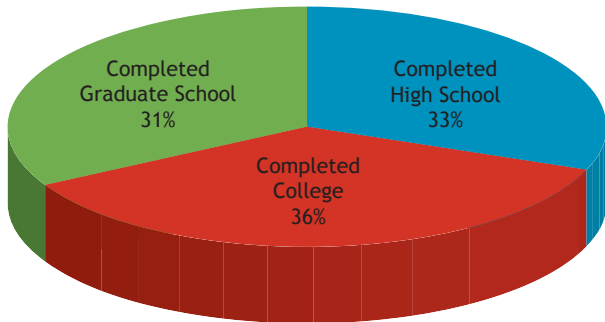
## IMPACT

- First ever Kid Sized show
- Celebrated the 10th Anniversary of Marriage Equality
- Received the 2014 Aaron Stein Memorial Award, to encourage innovation and creativity in the use of a variety of group programs
- Ticket sales were down 10% (after a 12% increase in the prior year)
- 340 unique donors (down from 384 in the prior year)
- Audience members came from 484 different zip codes
- Leadership role in Create the Vote, #ArtsMatter campaigns
- Announced historic Middle East tour for June 2015

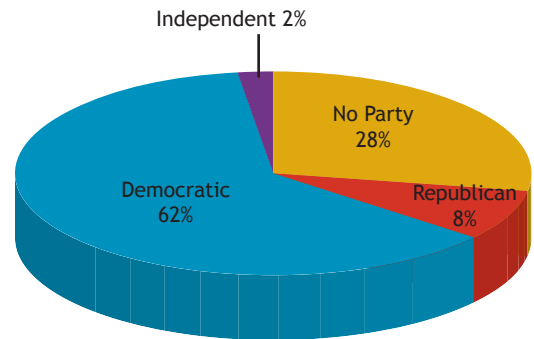
# CONSTITUENTS

The Boston Gay Men's Chorus serves a well-educated, gender balanced and economically diverse population.

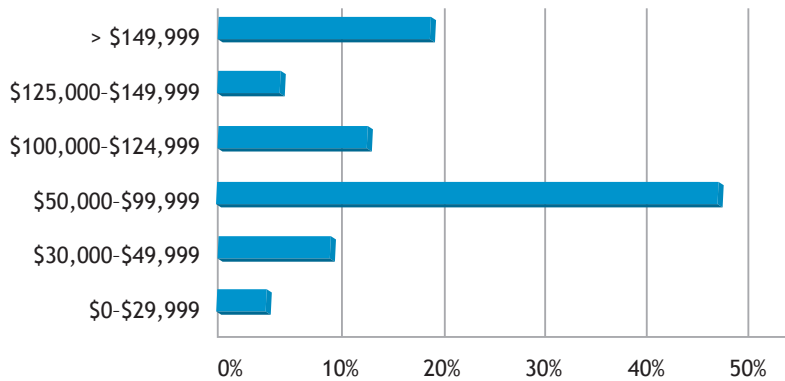
## EDUCATION



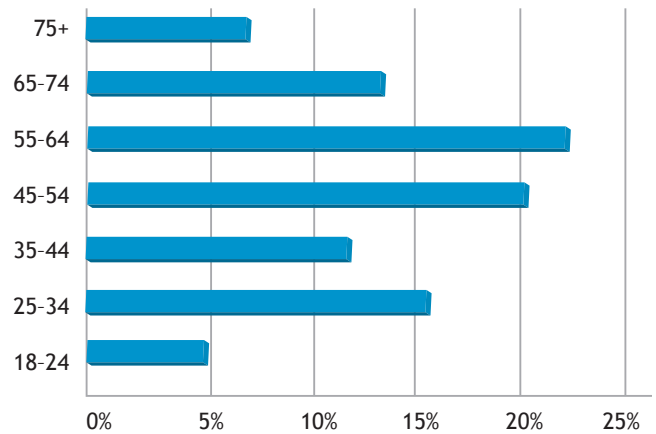
## POLITICAL AFFILIATIONS



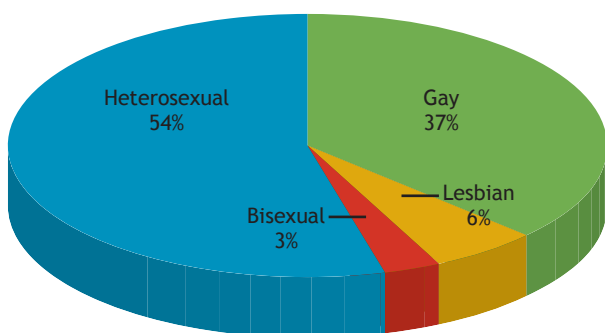
## INCOME



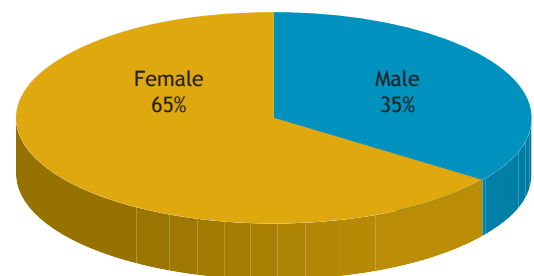
## AGE



## SEXUAL ORIENTATION



## GENDER



(Information gathered from Acxiom consumer data based on ticket purchases 2009-2014.)

Social Media Impact:



60% annual growth



2 mil hits/yr



100K views/yr



1,500 app downloads



30% annual growth



50% annual growth



25K downloads/yr

# TESTIMONIALS



*I enjoy the mix of traditional Christmas songs and new takes on old classics.*

*Superlative music, both fun and purposeful. First rate choral music.*

*I go to several Christmas concerts each year; I enjoy this one the most! It is always heartfelt and thoughtful. The perfect balance of sentiment and frivolity. Thank you to all the so very talented members of the BGMC for making the season bright!!*

*You absolutely rock!!!*

*The BGMC concert puts the Merry into my Christmas!*



*One of the most resonant and powerful performances I've ever seen the chorus produce!*

*Thank you for an entertaining experience and a new perspective toward my father.*

*The BGMC continues to amaze at each performance ... each concert surpasses the previous one.*



*Once again, the variety of music, moods, and messages was amazing! Alex was outstanding!!!*

*We enjoyed the effective use of multi-media/projected images.*

*One of the best, if not THE best, Pride concert.*

*Took two of my BC gay students with us to introduce them to the BGMC for the first time and they were transfixed!*

*You scheduled a concert in June and probably had no idea that a civil rights activist from Oklahoma would be sitting in your audience, almost on his last leg, so despondent that he was thinking 'what the hell, just evacuate the heartland, move them all to the 20 safe zone states.' But I was there and I heard it all and I promise you I will rise to fight another day because of your powerful promise that nothing can stop the beat of equality.*

# FINANCIAL - BALANCE SHEET

- The Chorus is in a stronger financial condition after a year of rebuilding and restructuring.
- For the first time since FY 2006 no new debt was incurred.
- The 2013 loan was paid down per its agreement.

	August 31, 2013	August 31, 2014 Act (as of 09/25/2014)	Variance	Notes
<b>ASSETS</b>				
Checking/Savings	46,520.82	30,748.14	(15,772.68)	Less cash due to ppd & tour
Accounts Receivable	640.00	4,195.00	3,555.00	Promises on match campaign
Current Assets	1,100.00	1,100.00	0.00	
Tour - 2015 Prepaid Costs	N/A	10,000.00	10,000.00	Deposit
Fixed Assets	2,434.66	2,434.66	0.00	FY14 Depreciation Pending
Endowment / LPL	10,030.26	30,403.74	20,373.48	Endowment+Tour/Donation+Match
Prepaid expenses	3,392.49	9,018.42	5,625.93	Prepaid 2014-15 costs
<b>TOTAL ASSETS</b>	<b>64,118.23</b>	<b>87,899.96</b>	<b>23,781.73</b>	
<b>LIABILITIES &amp; EQUITY</b>				
Accounts Payable	24,844.02	16,729.43	(8,114.59)	All but 1 bill current
Deferred Revenue	6,500.00	0.00	(6,500.00)	No deferred revenue FY14
Tour - 2015 Deferred Revenue	N/A	5,483.60	5,483.60	Funds raised + donations
Other Current Liabilities	8,723.28	6,721.20	(2,002.08)	Accrued payroll/vacation FY14
Long Term Liabilities	57,000.00	45,000.00	(12,000.00)	Internal financed debt
<b>TOTAL LIABILITIES</b>	<b>97,067.30</b>	<b>73,934.23</b>	<b>(23,133.07)</b>	
<b>EQUITY</b>				
Retained Earnings	(68,302.87)	(32,949.07)	35,353.80	
Net Income	35,353.80	46,914.80	11,561.00	See P&Ldetail
<b>TOTAL EQUITY</b>	<b>(32,949.07)</b>	<b>13,965.73</b>	<b>46,914.80</b>	
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>64,118.23</b>	<b>87,899.96</b>	<b>(23,781.73)</b>	

NOTE: Figures are final 2013-14 internal numbers submitted to the auditors. The audit is expected to be completed by November 30, 2014 with the tax return filed on time without an extension in December.

# FINANCIAL - OPERATIONS

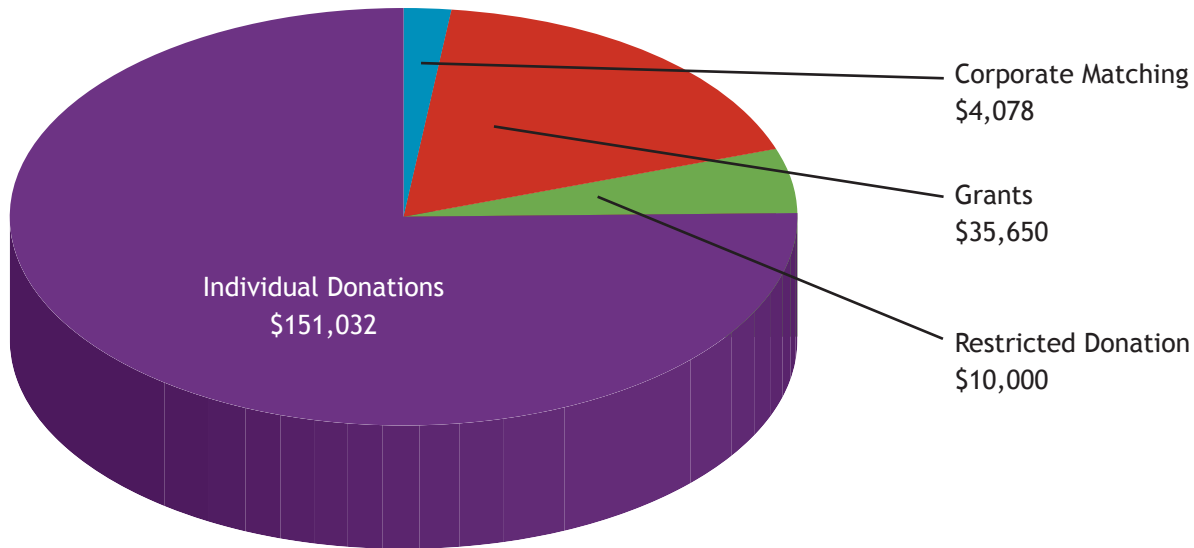
- The Chorus ended the fiscal year in the black for the second year in a row.
- The fiscal years ending 8/31/1998 and 8/31/1999 were the last time that the Chorus has had 2 sequential years in the black.
- The surplus of \$46,914.80 includes a one-time charge for \$12,389.74 for the 2015 tour. Revenue for the tour will be recognized in FYI 2015.
- The surplus is the largest in Chorus history. It is anticipated the cash net of the surplus (approx. \$35K) will be applied to a reserve fund for tour scholarships.

	August 14 Actual (as of 09/25/2014)	YTD Budget	Variance	August 13 Actual	Variance year to year	Notes
Ordinary Income/Expense						
<b>INCOME</b>						
Contributed Income	200,760.59	216,370.00	(15,609.41)	219,762.09	(19,001.50)	1 event not produced
Earned Income	436,036.10	483,630.00	(47,593.90)	383,374.50	52,661.60	Tix price increase
Total Income	636,796.69	700,000.00	(63,203.31)	603,136.59	33,660.10	
<b>COST OF GOODS SOLD</b>						
Cost of Goods Sold	0.00	50.00	(50.00)	0.00	0.00	
Total COGS	0.00	50.00	(50.00)	0.00	0.00	
Gross Profit	636,796.69	699,950.00	(63,153.31)	603,136.59	33,660.10	
<b>EXPENSE</b>						
Administrative	174,103.31	162,818.00	11,285.31	146,586.74	27,516.57	Event costs a %; rent +
Artistic	102,281.17	100,834.00	1,447.17	95,266.49	7,014.68	Investment
Marketing	82,039.03	89,641.00	(7,601.97)	60,055.07	21,983.96	Below budget; new id
Wages	219,068.64	295,139.00	(76,070.36)	264,900.63	(45,831.99)	Reorganization
Reserve	0.00	1,518.00	1,518.00	0.00	0.00	Reserve to be booked post-audit
Total Expense	577,492.15	649,950.00	(72,457.85)	566,808.93	10,683.22	
Net Ordinary Income	59,304.54	50,000.00	9,304.54	36,327.66	22,976.88	
Tour Costs	12,389.74		12,389.74		12,389.74	1 time charge, rev in 15
Depreciation - Non Cash				973.86	973.86	
<b>IN-KIND INCOME</b>						
Non-Services	318.27		318.27	4,004.88	(3,686.61)	
Total IN-KIND INCOME	318.27		318.27	4,004.88	(3,686.61)	
<b>IN-KIND EXPENSES</b>						
Non-Services	318.27		318.27	4,004.88	(3,686.61)	
Total IN-KIND EXPENSES	318.27		318.27	4,004.88	(3,686.61)	
Total Other Expense	318.27		318.27	4,004.88	(3,686.61)	
Net Other Income	0.00		0.00	0.00	0.00	
Net Income	46,914.80	50,000.00	(3,085.20)	35,353.80	11,561.00	

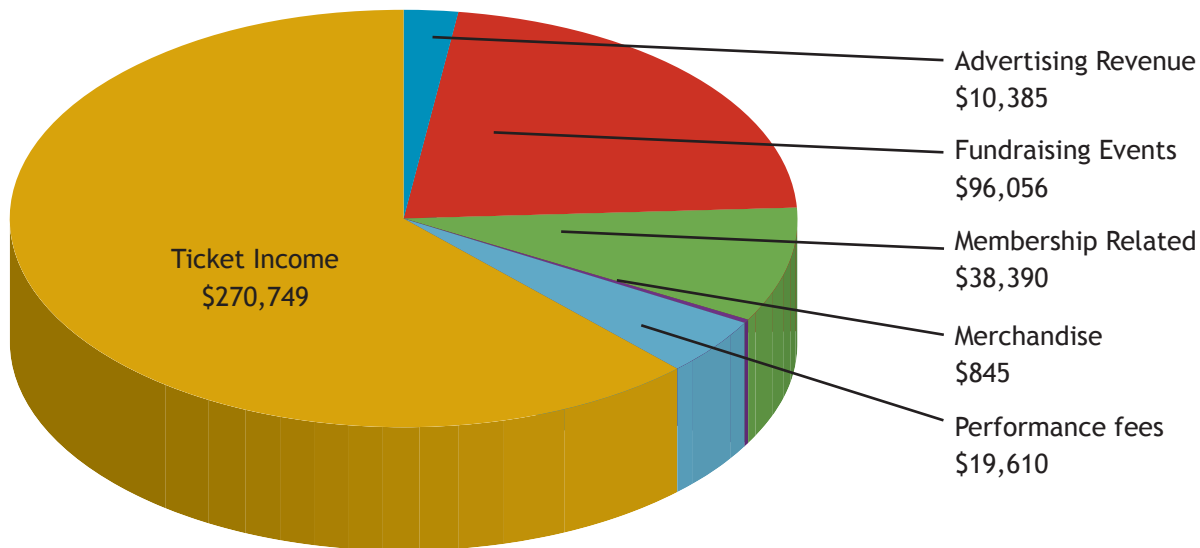
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# FINANCIAL - CHARTS

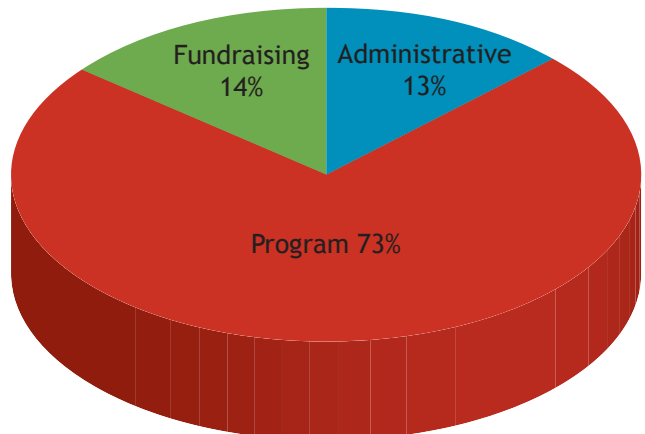
A more detailed analysis shows that Individual Contributions make up the majority of contributed income:



A more detailed analysis shows Ticket Income and Fundraising Events constitute nearly all earned income:



In expenses, the allocation of Program, Administrative and Fundraising rates continue to adjust after the restructuring.





## PURPOSE

To inspire

## MISSION

The Boston Gay Men's Chorus creates musical experiences to inspire change, build community and celebrate difference.

## CORE VALUES

**We're a family with a tradition of excellence**

- We provide a safe and welcoming community to be ourselves
- We make music that makes us and our audiences proud
- We operate with integrity
- We genuinely care for each other; bringing out the best of each other – we are at our best as a group
- We change hearts and minds through our presence and our music
- We are from diverse backgrounds but have a shared passion for music
- We choose to give our time and talents – getting back more than we give
- We have fun!



# CABARET

Some of BGMC's finest in a unique, fun-filled Cabaret.

- Friday February 20, 2015 at 8pm
- Saturday February 21, 2015 at 5pm and 8pm
- Sunday February 22, 2015 at 3pm (VIP)

at Club Café



www.scarpettaphotography.com

Don't miss Boston's **OTHER** holiday tradition.

- Sunday December 14, 2014 at 3pm
- Friday December 19, 2014 at 8pm
- Saturday December 20, 2014 at 8pm
- Sunday December 21, 2014 at 8pm

at New England Conservatory's  
Jordan Hall



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2014-2015

  
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## WICKED AWESOME



Photo: Ralf Rühmeier

Stephen Schwartz joins the BGMC for a show celebrating his music from *Godspell*, *Pippin*, *Wicked* and more.

- Saturday March 21, 2015 at 8pm
- Sunday March 22, 2015 at 3pm

at New England Conservatory's Jordan Hall

# Pride

Tony award winning actress Laura Benanti  
is the Special Guest

- Sunday June 14, 2015 at 3pm

at Symphony Hall with Pops style seating

