

Stichting Orange Theatre Company
Founded on 07-12-2018 in Amsterdam



Annual Report 2019

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Annual Report of Stichting Orange Theatre Company (OTC) for 2019

Introduction

OTC was launched in January 2018 to inspire and connect the Dutch and Internationals through English language theatre in Amsterdam. In 2018, OTC organised a crowdfunding campaign which raised €26.000 on platform Voordekunst. Thereafter we launched OTC's first season with three productions: *Art* written by Yasmina Reza, *The Pillowman* written by McDonagh and *The B Word – A comedy Drama about Brexit*, an OTC original production, written by OTC playwrights Kristine Johanson and John Mabey.

In 2019 OTC staged three plays: *Tribes* written by Nina Raine, *Noises Off* written by Michael Frayn and *Dutchman* written by Amiri Baraka. The play that drew the highest amount of audience members was *Dutchman*; almost 700 people saw this production at Het Amsterdams Theaterhuis. OTC stages each production seven times, however, in 2019 we decided to add one performance, a preview night. By doing so the quality of the production rose as we had more time to prepare for the premiere nights. It also allowed us to give a discounted price to students of €10 per ticket.

For the production of *Dutchman*, OTC received its first professional grant from Het Amsterdams Fonds voor de Kunst (AFK); this was an important milestone as we had been working towards getting a professional grant for our productions since OTC's launch.

Our community of actors, writers and technicians grew extensively during our first two years. In 2019, 49 people worked on the OTC production, on and off stage as cast and crew. OTC aims to only work with local talent, meaning people who live in the Netherlands.

In addition, we created a partnership with The Student Hotel which allowed us to stage *Tribes* in het Parool Theater for a reduced price (50% discount on the renting price). Orange Rental, and WDM Motorsports sponsored light, technical assistance, and storage. We also set up a sponsorship with Vicio Il Mastro Pastaio that provided us with free food for our cast and crews during our production of *Noises Off*.

Last but not least, we were able to establish our first corporate partnerships with Mister Mortgage (Silver package) and UNGA (Gold package).

Highlights Orange Theatre Company 2019

- Received OTC's first professional grant from AFK for *Dutchman*
- Set up corporate partnerships with Mister Mortgage and UNGA
- Received more than 2000 likes on Facebook
- Produced second season in 2019 (*Tribes*, *Noises Off* and *Dutchman*)
- Added a preview night to every production, extending a run from 7 tot 8 performances

Mission

To produce an annual season of contemporary English language theatre to inspire and connect our Dutch and international audience.

Vision

To present works that encourage our audiences to reflect on society and envision a world we aspire to.

Goals

1. Produce three English language productions per season.
2. Connect and inspire Dutch and International audience in and around Amsterdam and create an inclusive community.
3. Grow our audience from 0 to 1000 per production.
4. The costs for our productions and the execution of other activities should be covered by ticket sales, donations, grants, and sponsorships in kind.
5. "Comply or explain:" Work towards becoming a professional theatre company and comply with the Governance Code Culture (GCC) and apply the Fair Practice Code; meaning the work done by cast, crews and employees is compensated fairly. When OTC is not being able to compensate because of insufficient funds, OTC will explain.

Strategy

1. OTC's productions will be executed by professional (or semi-professional) actors, directors and technicians in order to guarantee a high level of quality even when working on shoe-string budgets.
2. By using our artistic excellence, business savviness, and by focusing on strong community management, we aim to provide our cast and crews and our audience with a first-class theatrical experience.
3. OTC provides its Dutch and international community regular opportunities to connect in a culturally relevant way.
4. How we will grow our audience?
 - Target marketing
 - Networking
 - Strategic partnerships
 - Funding
 - Experienced advisory board with high-profile board members from cultural institutions such as Dutch National Opera and Ballet and experienced people in the field of business and theatre.

Strategy concerning funding by Dutch grants

Our strategy has always been to provide a season of high quality, English language productions to draw in an international and Dutch audience in Amsterdam. Taking our means into consideration, and in order to test and show OTC's range and skillsets, we stage three new (diverse in genres and topics) productions per year. After the third year, we want to re-run plays and/or produce a Christmas show that comes back annually. This way, we believe, we can show our ambition and OTC's growth in audience numbers and artistically within three years.

In addition, we will attract new Board members and replace the current Board members on the Foundation Board. As of 2020 the old board will be replaced.

Stichting Orange Theatre Company
in Amsterdam



Board in 2019

In 2019 the Board consisted of the following people:

- Sairah Erens - Chairman
- Elyse O'Shaughnessy - Secretary
- Patrick Abbott - Treasurer

Activities organised in 2019.

1. Staged *Tribes* in March
2. Staged *Noises Off* in May
3. Staged *Dutchman* in November

1. Production: *Tribes*



Dates

Thursday, Feb 28 at 20:00

Friday March 1 at 20:00

Saturday March 2 at 14:00

Saturday March 2 at 20:00

Friday March 8 at 20:00

Saturday March 9 at 14:00 (sign language performance ASL/IS)

Saturday March 9 at 20:00

Sunday March 10 at 14:00

Location

Het Parool Theater

Wibautstraat 131D, 1091 GL Amsterdam

About

Written by Nina Raine and directed by Rocky Hopson, this witty play explores the nature of communication and how social divisions can hinder our voices. TRIBES is the story of Billy, the only deaf member of a loving yet comically dysfunctional British-Jewish family living in London. Billy doesn't get to express himself very often, born deaf and raised by hearing parents he longs to find his own voice. After meeting Sylvia, a hearing woman raised by her deaf parents, Billy is introduced to a whole new world; one where he can communicate and express his voice for the first time. He quickly realises how sheltered from the deaf world he has been by his family, and

how, in their attempts to avoid making him feel like an 'other', they have actually made it impossible for him to take pride in his deafness. As Billy grapples with his own identity, we too are forced to ask questions about the meaning of belonging, community, and family. TRIBES explores our sometimes selfish need to express ourselves, and our crippling desire to be heard and understood; a need that can interfere with hearing others, especially those in our own family, community, or tribe.

Previously staged at The Royal Court in London and off Broadway in NYC, OTC was the first theatre company in Amsterdam who staged *Tribes*.

Number of Audience Members

405

DIRECTOR

Rocky Hopson

CAST

Sarah Eggar (Sylvia)

Daniel Hillel-Tuch (Billy)

Hugh Mackay (Christopher)

Tamara Richards (Beth)

Lucy Brownhill (Ruth)

James King (Daniel)

CREW

Stage Manager - Sandy Topzand

Lighting Designer & Operator - Tom Wickens

Sound Designer - Joan Olle Aymerich

Sound Operators - Joan Olle Aymerich & Hilary McReynolds

Costume Designer - Daisy Pratt

Poster Design - Becky Elliott

2. Production: *Noises Off*



Dates

Thursday May 23 at 20:00
Friday May 24 at 20:00
Saturday May 25 at 14:00
Saturday May 25 at 20:00
Thursday May 30 at 20:00
Friday May 31 at 20:00
Saturday June 1 at 14:00
Saturday June 1 at 20:00

Location

Broedplaats LELY
Schipluidenlaan 12, 1062 HE Amsterdam

About

“A comedy where everyone gets caught in the act.”

Written by Michael Frayn, and directed by Marcus Coenen, *Noises Off* takes a fond look at the follies of theatre folk, whose susceptibility to out-of-control egos, memory loss, and passionate affairs turn every performance into a high-risk adventure. This play-within-a-play captures a touring theatre troupe’s production of *Nothing On*. The first Act is the final rehearsal just hours

before the curtain rises and the cast is hopelessly unready. The second Act, as seen from backstage, demonstrates the utter chaos that can happen behind the scenes of a theatrical production. Frayn gives us a window into the inner workings of theatre behind the scenes, progressing from flubbed lines, and missed cues in the dress rehearsal, to mounting friction between cast members during performances. *Noises Off* is a delightful comedy, complete with slamming doors, falling trousers, and - of course - flying sardines.

This West End classic has been performed on stages all over the world including Lyric Theatre in London and The American Airlines Theatre (formerly Roundabout Theatre) on Broadway.

Number of Audience Members

522

DIRECTOR

Marcus Coenen

CAST

Jacquelyn Poplar (Dotty Otley/Mrs. Clackett)

Casey Kooyman (Lloyd Dallas)

Daniella Down (Brooke Ashton/Vicki)

Alex Baggett (Gary Lejeune/Roger)

Rachel Lissaman (Belinda Blair/Flavia)

James Johnson (Frederick Fellows/Philip)

Juliana Lorenzoni (Poppy Norton-Taylor)

Thomas Jansen (Timothy Allgood)

Ralph Remers (Selsdon Mowbray/Burglar)

CREW

Stage Manager - Hilary McReynolds

Set Designer - Alex Van Blommestein

Lighting Designer & Operator - Pieter Buis

Dramaturg & Sound Designer - Rocky Hopson

Costume Designer - Viivi Salokangas

Prop Master - Daisy Pratt

Poster design - Becky Elliott

Set Designer - Alex Van Blommestein

Set Construction - Alex Van Blommenstein, Pavle Mihalic
& SAE Students

4. Production: *THE B WORD - Strategies for a Graceful Exit*



Dates

Thursday Oct 31 at 20:00
Friday Nov 1 at 20:30
Saturday Nov 2 at 14:00
Saturday Nov 2 at 20:30
Thursday Nov 7 at 20:30
Friday Nov 8 at 20:30
Saturday Nov 9 at 14:00
Saturday Nov 9 at 20:30

Location

Het Amsterdams Theaterhuis
Marius van Bouwdijk Bastiaansestraat 54, 1054 SP Amsterdam

About

Boy meets girl on a New York City subway.

Dutchman presents a stylized encounter between Clay, a young, intellectual middle-class black man and Lula, a seductive white fellow passenger on a New York City subway car. Flirtation and conversation quickly turn to dangerous attraction. The emotionally taut, intellectual verbal fencing between Clay and Lula that follows, spirals irrevocably to the symbolic act of violence that will apparently repeat itself over and over again.

Dutchman will take its audience on a provocative, startling journey. It examines the chronic racism deeply woven into American society and forces its audience to look at ourselves, our society, and how racism has impacted our daily lives.

The American play by Amiri Baraka premiered in 1964. It was awarded an Obie award for best American Off-Broadway play that same year.

Number of Audience Members

670

DIRECTOR

Rocky Hopson

CAST

Sairah Erens (Lula)

Mike Phillips-Gomez (Clay)

Casey Kooyman (Drunkman)

Anna Marques (Passenger)

Esther Low (Passenger)

Shiro Mungai (Passenger)

Tamara Richards (Passenger)

CREW

Production manager - Elyse O'Shaughnessey

Stage manager - Anca Munteanu

Set designer - IA Enstera

Lighting designer - Tom Wickens

Sound designer - Rocky Hopson

Costume designer - Viivi Salokangas

Prop master - Daisy Pratt

Poster design - Dora Visky

Poster Photographer - Marjolein van der Klaauw

Front of House manager - Laura Vis

Finances

The result for the year is €8.488 compared to a budgeted €31.175. Revenues were lower than budgeted because of less ticket sales and less corporate gifts in the form of partnerships. Even though we set up two partnerships and established a strong corporate program, we did not raise as much as we had projected. In addition, OTC's audience did not grow as fast as we had projected.

Direct costs turned out higher than budgeted because of the cost of productions.

As a result, management decided to invoice €8000 less management fees than originally budgeted.

In conclusion

We are grateful to everyone who has contributed and supported OTC in the last year; from all the people who helped voluntarily, to our donors, season tickets holders, advisors, and our corporate partners UNGA and Mister Mortgage and sponsors. Without them, there would be no OTC.

For more information, please visit our website:
www.orangetheatrecompany.com

On behalf of the Board,

Sairah Erens, Chairman

Financial report

Balance sheet as per 31-12-2019

(After appropriation of the
result)

	31.12.2019		31.12.2018*
	€		€
Assets			
Accounts receivable	143		143
Other current assets	1 <u>3.720</u>		<u>1.472</u>
Total current assets		3.863	1.615
Cash	53		53
Bank account	<u>600</u>		<u>2.957</u>
Total liquid assets		653	3.010
		<u>4.516</u>	<u>4.625</u>
Equity and liabilities			
Equity			
Reserves	2 <u>(5.185)</u>		<u>3.303</u>
			3.303
Accounts payable	9.585		1.320
Other current liabilities	<u>116</u>		<u>0</u>
Total current liabilities		9.701	2.792
		<u>4.516</u>	<u>4.625</u>

Income statement

		Result 2019 €	Budget 2019 €	Result 2018* €
Revenues and other income	3	51.251	167.500	57.847
Direct costs	4	40.208	102.250	36.048
Contribution margin		11.313	65.250	21.799
Expenses				
Management fees	4.000	24.000	10.000	
Other personnel expenses	347	250	414	
Travel expenses	0	50	82	
Sales expenses	2.938	2.350	1.421	
Office expenses	932	250	412	
Other expenses	5 2.670	7.175	6.171	
Total expenses		(10.887)	(34.075)	(18.500)
EBITDA		426	31.175	3.299
Financial income and expense		(14)	0	3
Result		412	31.175	3.303

Notes to the financial report

1) Other current assets

	<u>31.12.2019</u>	<u>31.12.2018*</u>
	€	€
VAT	3.579	1.472
Other	141	0
Total	<u>3.720</u>	<u>1.472</u>

2) Reserves

	<u>31.12.2019</u>	<u>31.12.2018*</u>
	€	€
Beginning of book year	3.303	0
Result for the year	(8.488)	3.303
End of book year	<u>(5.185)</u>	<u>3.303</u>

3) Revenues and other income

	<u>31.12.2019</u>	<u>31.12.2018*</u>
	€	€
Revenues from ticket sales	29.777	24.917
Grants	8.900	0
Corporate partners	7.500	0
Donations	5.344	3.912
Crowdfunding "Voor de Kunst"	0	25.911
Revenues from bar consumptions	0	3.107
Total	<u>51.521</u>	<u>57.847</u>

4) Direct costs

	<u>31.12.2019</u>	<u>31.12.2018*</u>
	€	€
Practice rooms	14.279	15.393
Artist and crew fee	11.853	2.158
Marketing	3.405	7.263
Catering	2.500	1.581
Props	1.710	4.040
Travel	1.548	215
Bar supplies	345	80
Other direct costs	4.568	5.318
Total	<u>40.208</u>	<u>36.048</u>

5) Other expenses

	<u>31.12.2019</u>	<u>31.12.2018*</u>
	€	€
Administration expenses	2.400	2.000
Bank expenses	270	163
Expenses crowdfunding "Voor de Kunst"	0	1.814
Legal expenses	0	494
Other expenses	0	1.700
Total	<u>2.670</u>	<u>6.171</u>