

Stichting Orange Theatre Company  
in Amsterdam



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



Annual Report 2018

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## Annual Report of Stichting Orange Theatre Company (OTC) 2018

### 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.

The play that attracted the highest amount of audience members was *The B Word*; almost a thousand people saw this production at Het Westergastheater.

Our community of actors, writers and technicians grew extensively during our first year. In total 46 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 Westergasfabriek which allowed us to stage *The Pillowman* and *The B Word* in their theatre for a reduced price (83% and 80% discount respectively on the renting price). JUR Creative Show Technology, and WDM Motorsports sponsored light, technical assistance, and storage. We also set up a few sponsorships that provided us with free drinks (coffee (Moyee and Buscaglione) and beer (Troost)) so we could run our own bar and make some profit. Amsterdam Flavours sponsored bites and Bilderdijk Wijnhuys sponsored Cava at the premiere. Fluks & Sons sponsored food for our cast and crews.

During our first year we formed our advisory board consisting of Jan Geusebroek, Jasper Mutsaerts, Roos Bernelot Moens and Shea Elmore.

### Highlights Orange Theatre Company 2018

- Launched OTC in January '18 on crowdfunding platform Voordekunst
- Raised €26K within a month through the support of 140 beneficiaries
- Got selected as most promising cultural project of the month by Voordekunst
- Received a €5K grant from Amsterdams Fonds voor de Kunst (AFK)
- Received more than 1700 likes on Facebook
- Produced first season in 2018 (*ART*, *The Pillowman* and *THE B WORD*)

- Performed OTC's original commissioned play *THE B WORD – Strategies for a Graceful Exit* (a comedy-drama about Brexit) at the Westergasfabriek in November '18 to almost a thousand audience members.
- Extended *THE B WORD* run from 5 to 7 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 artistically and in audience numbers within three years.

In addition, we will attract new Board members and replace the current Board members on the Foundation Board.

### **Board in 2018**

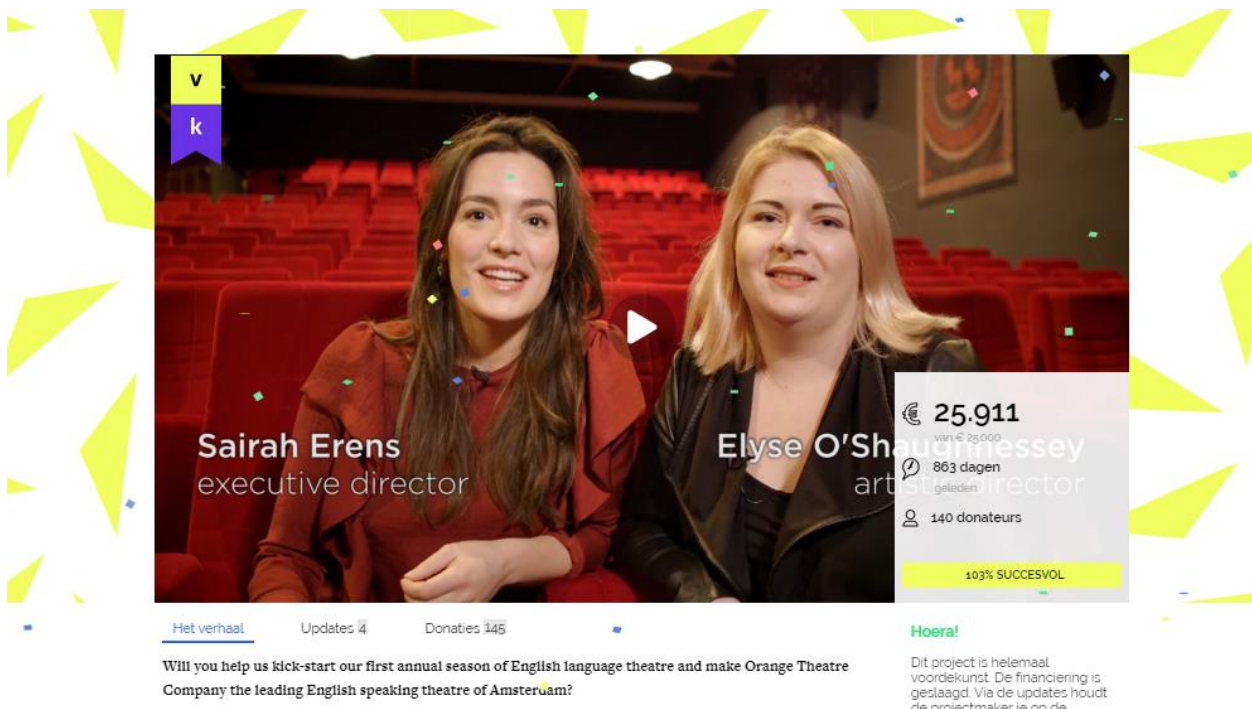
In 2018 the Board consisted of the following people:

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

### **Activities organised in 2018**

1. Crowdfunding on Voordekunst
2. Staged *ART* in Feb-March
3. Staged *The Pillowman* in May
4. Staged *THE B WORD - Strategies for a Graceful Exit* in November

## 1. Crowdfunding on Voordekunst



We launched OTC with a crowdfunding on Voordekunst in January 2018. Within a month we reached our goal of raising €25.000 with the help of the OTC community, friends, family and supporters. OTC even got selected as most promising cultural project of the month by the Voordekunst team. Not only did we raise sufficient funds to launch the company and start the season, we also raised a lot of awareness through our social media campaign that ran simultaneously with the crowdfunding.

## 2. Production: *ART*



### Dates

Saturday, February 24 - 8pm

Sunday, February 25 - 8pm

Friday, March 9 - 8pm

Saturday, March 10 - 2pm

Saturday, March 10 - 8pm

### Location

Perdu and Tobacco theatre, both located in Amsterdam.

### About

*Art*, written by Yasmina Reza, is a play originally written for three men. OTC decided to switch things around and presented this play with three women. Without changing anything but names and pronouns, the play was still completely relevant. This award-winning comedy that raises questions about art and friendship, concerns three long-time friends; Sal, Mar and Eve. Sal, indulging her penchant for modern art, buys a large, expensive, completely white painting. Mar is horrified, and their relationship suffers considerable strain as a result of their differing opinions about what constitutes “art”. Eve, caught in the middle of the conflict, tries to please and mollify both of them. What follows, as Eve says in the play, is an “apocalypse because of a white square.”



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**Number of Audience Members**

195

**DIRECTOR**

Patrick Abbott

**CAST**

Leila Gray (Eve)

Sarah Eggar (Sal)

Sairah Erens (Mar)

**CREW**

Stage Manager - Elyse O'Shaughnessey

Lighting Designer & Operator - Alex Baggett

Stage Crew - Lianne Kniese

Poster design & Execution – Marjolein van der Klaauw

### 3. Production: *The Pillowman*



#### Dates

Saturday May 26 at 20.00

Sunday May 27 at 14.00

Friday June 8 at 20.00

Saturday June 9 at 14.00 and 20.00

#### Location

Westergastheater in the Westergasfabriek in Amsterdam

#### About

In an interrogation room in an unnamed totalitarian dictatorship, Katurian, a writer, is being interrogated by two detectives. Next door, Katurian's mentally disabled brother Michal waits. The detectives want to know why Katurian's stories feature gruesome plots about infant murder and torture, and in particular, why they seem to mirror a string of recent infant murders in the area. This brutal dark comedy from Martin McDonagh, the master of the horror-comedy and writer of the Oscar nominated 'Three Billboards Outside Ebbing, Missouri', poses unanswerable questions:

Can stories hold the power to cause atrocities?

Where is the line between truth and fairy tale?

Is a life of horror worth living at all?

Does the evil in art come from evil in the world, or can it be the other way around?

Drawing on inspiration as diverse as Grimm's Fairy Tales, Kafka, and Antonin Artaud, *The Pillowman* is a dark, twisty, and utterly unforgettable masterpiece from one of Ireland's most treasured writers. This play is directed by Rocky Hopson and will be performed by six OTC actors.

**Number of Audience Members**

461

**DIRECTOR**

Rocky Hopson

**CAST**

Alex Baggett (Katurian)

Eli Thorne (Michal)

Lydia Medeiros (Ariel)

Gina Lamprell (Tupolski)

John Mabey (Father/Puppeteer)

Esther Low (Mother/Puppeteer)

**CREW**

Stage Manager - Elyse O'Shaughnessey

Assistant Stage Manager - Mandy Ip

Lighting Designer & Operator - Tom Wickens

Set Execution- Peter Wieringa

Set Advisor - Lucy Read

Poster design & Execution - Ian Coenen

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



**Dates**

Friday November 9 at 20.00

Saturday November 10 at 14.00

Saturday November 10 at 20.00

Sunday November 11 at 14.00

Friday November 16 at 20.00

Saturday November 17 at 14.00

Saturday November 17 at 20.00

**Location**

Westergastheater in the Westergasfabriek in Amsterdam

**About**

*THE B WORD – Strategies for a Graceful Exit* is OTC's first original, commissioned play written by Orange Theatre Company's playwrights Kristine Johanson and John Mabey. This comedy drama looks into the heart of Brexit, and stages how the struggle for identity and the desires and fears of belonging, determine individual and political futures.

Amsterdam, 2017. Three strangers arrive from London searching for a new home when they no longer recognise their old one. Philip wants to put distance between himself and an increasingly hostile society; Annemijn returns to reconnect with her first home after 10 years abroad; and Moira arrives with a wounded heart, trying to break away from a painful past. In that search, all three are confronted with people and events that call into question what it means to belong.

**Number of Audience Members**

919

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**WRITERS**

Kristine Johanson  
John Mabey

**DIRECTORS**

Elyse O'Shaughnessey  
Jacquelyn Poplar

**CAST**

Joanna Lucas (Maira)  
Sairah Erens (Annemijn)  
Sandy Topzand (Roba)  
Jurriaan Bruinier (Joost)  
Matthew Carney (James)  
Leila Gray (Loes)  
Sam Ganesan (Philip)  
Hugh Mackay (Mike)

**CHOIR**

Daniella Down  
Alex Baggett  
Ariel Lichtenstien

**CREW**

Stage Manager - Mandy Ip  
Assistant Stage Manager - Natalie O'Brien  
Costume Designer - Daisy Pratt  
Set Designer - Raul Cioaba  
Set Construction Assistants - Roisin Everts & Daisy Pratt  
Lighting Designer & Operator - Pieter Buis & Hilary Mc Reynolds  
Sound Engineer - Eli Thorne  
Sound Operator - Kaylee Good  
Poster design & Execution - Ian Coenen

## **Finances**

The result for the year is EUR 3.303 compared to a budgeted EUR 6.975. Revenues were lower than budgeted because of less ticket sales and less corporate gifts. This was mainly caused by time constraints of the management. Elyse O'Shaughnessey and Sairah Erens main focus was producing three productions and building OTC's brand in its first year. Not enough time was left to set up partnerships with corporates, as the management ran the whole company and its undertakings by themselves. In addition, building brand awareness took longer and was more expensive than expected.

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

As a result, management decided to invoice EUR 14.000 less management fees than originally budgeted.

Final result for the year is EUR 3.303 which is EUR 25.297 lower than the budgeted result of EUR 28.600.

## **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 the partners and sponsors. Without them, there would be no OTC.

For more information, please visit our website:  
[www.orangetheatrecompany.com](http://www.orangetheatrecompany.com)

On behalf of the Board,

Sairah Erens, Chairman

## Financial report

### Balance sheet as per 31-12-2018

(After appropriation of the  
result)

31.12.2018\*

€

#### Assets

Accounts receivable		143	
Other current assets	1	<u>1.472</u>	
<b>Total current assets</b>			1.615

Cash		53	
Bank account		<u>2.957</u>	
<b>Total liquid assets</b>			3.010

4.625

#### Equity and liabilities

##### Equity

Reserves	2	<u>3.303</u>	
			3.303

Accounts payable		1.320	
Other current liabilities		<u>0</u>	
<b>Total current liabilities</b>			2.792

4.625

**Income statement**

		Result 2018* €	Budget 2018 €
<b>Revenues and other income</b>	3	57.847	92.000
<b>Direct cost</b>	4	36.048	31.000
<b>Contribution margin</b>		<b>21.799</b>	<b>61.000</b>
<b>Expenses</b>			
Management fees	10.000	24.000	
Other personnel expenses	414	205	
Travel expenses	82	0	
Sales expenses	1.421	7.200	
Office expenses	412	0	
Other expenses	5 6.171	1.200	
<b>Total expenses</b>		<b>(18.500)</b>	<b>(32.400)</b>
<b>EBITDA</b>		<b>3.299</b>	<b>28.600</b>
Financial income and expense		3	0
<b>Result</b>		<b>3.303</b>	<b>28.600</b>



## Notes to the financial report

### 1) Other current assets

	<u>2018*</u>
	€
VAT	1.472
<b>Total</b>	<b><u>1.472</u></b>

### 2) Reserves

	<u>2018*</u>
	€
Beginning of book year	0
Result for the year	3.303
<b>End of book year</b>	<b><u>3.303</u></b>

### 3) Revenues and other income

	<u>2018*</u>
	€
Crowdfunding "Voor de Kunst"	25.911
Revenues from ticket sales	24.917
Donations	3.912
Revenues from bar consumptions	3.107
<b>Total</b>	<b><u>57.847</u></b>

### 4) Direct costs

	<u>2018*</u>
	€
Practice rooms	15.393
Marketing	7.263
Props	4.040
Artist and crew fee	2.158
Catering	1.581
Travel	215
Bar supplies	80
Other direct costs	5.318
<b>Total</b>	<b><u>36.048</u></b>

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## 5) Other expenses

	<u>2018*</u>
	€
Expenses crowdfunding "Voor de Kunst"	1.814
Administration expenses	2.000
Legal expenses	494
Bank expenses	163
Other expenses	<u>1.700</u>
<b>Total</b>	<b><u><u>6.171</u></u></b>