

MISSION TimeLine Theatre Company is dedicated to presenting stories inspired by history that connect with the social and political issues of today. Our collaborative artistic team produces provocative theatre that engages, educates, entertains and enlightens.

The 2009-10 season was an incredible year of growth at TimeLine featuring sold-out performances, show extensions, significant growth in our subscriber base, and a 13th consecutive year of operating in the black. These achievements have been possible thanks to the support of an enthusiastic and rapidly growing audience and donor base, the commitment of our Board of Directors, and the boldness of an artistic team willing to take risks and push TimeLine forward.

That spirit was most evident as we launched the 2009-10 season and undertook plans that, at the time, seemed to go against conventional wisdom. During a period of great financial uncertainty, many not-for-profit arts organizations were prompted to alter their programming. While TimeLine was not immune to the economic downturn, we recognized that it would be detrimental to cut too freely from areas at the core of the Company's strategic goals. So we made a strong commitment to maintain artistic programming and strengthened our dedication to delivering what audiences, artists and staff have come to expect from their experience at TimeLine.

To do so, TimeLine approved a budget that, for the first time, included a projected deficit in order to maintain current levels of programming, staff and artist support. This decision was made with the knowledge that a portion of our cash reserves could be utilized if ultimately needed. Since transparency and responsible management have always been top values of TimeLine, we made it clear to our supporters that we believed that this course of action was in TimeLine's best long-term interests.

Great art is rarely made by playing it safe, and we didn't want to dilute the programming that has distinguished this organization. Most importantly, we wanted to further TimeLine's reputation for being a



PJ Powers
PJ Powers
Artistic Director



Elizabeth K. Auman
Elizabeth K. Auman
Managing Director

place where people come together, feel a sense of community and engage in a dialogue about our place in history through great and thought-provoking theatre.

Thankfully, once again, our passionate supporters got on board. The result was a year of astonishing growth during which we increased our subscriber base by 50% and ultimately sold out subscriptions for the first time ever. When coupled with better-than-projected individual ticket sales and contributions, the budget deficit was eliminated and we completed our 13th consecutive year of operating in the black.

Artistically, we also reached new heights, engaging audiences in discussions about

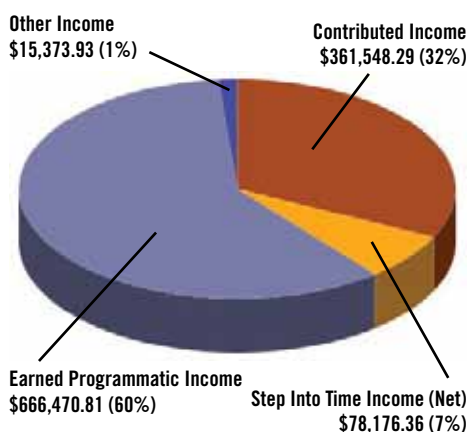
personal and community responsibility with Arthur Miller's *All My Sons*, artistic vision and vitality with Martin Sherman's *When She Danced*, family and race relations with *'Master Harold'...And the Boys*, and technological innovation and competition with Aaron Sorkin's *The Farnsworth Invention*. And we kept a conversation going — and going — with three extensions of Alan Bennett's *The History Boys*, a show that opened during our 2008-09 season but carried well into 2009-10.

The History Boys ultimately led all Chicago productions and theatres at the Equity Jeff Awards in October 2009 with five awards. Most recently, the Jeff Committee recognized TimeLine's 2009-10 season with 11 Equity Jeff Award nominations, including three nominations for Outstanding Production, leading all mid-sized theatre companies.

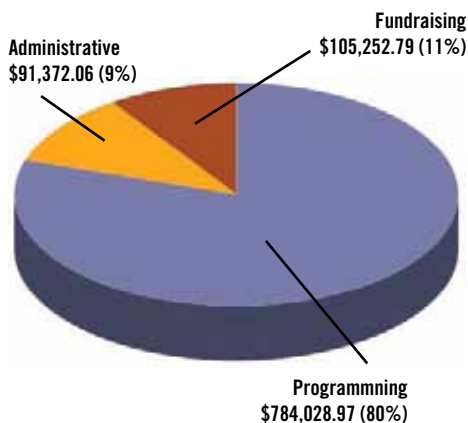
With much to celebrate and be proud of over the last year, we are once again forging ahead and determining how best to strengthen and grow this organization. We are grateful for the patronage of a rapidly expanding family of supporters, and look forward to what's next for TimeLine!

FINANCIAL SNAPSHOT During the 2009-10 season, TimeLine Theatre accumulated income of \$1,121,569.39 against expenses of \$980,653.81.* Contributed income by individuals, corporations, government entities and foundations, plus support for our annual Step Into Time benefit, accounted for 39% of total income. The financial success of the extension of *The History Boys* plus a 50% increase in subscriptions resulted in a significant increase in the earned income percentage relative to previous years. The charts below outline more specifics for income and expenses and a breakdown of contributed income during the 2009-10 season:

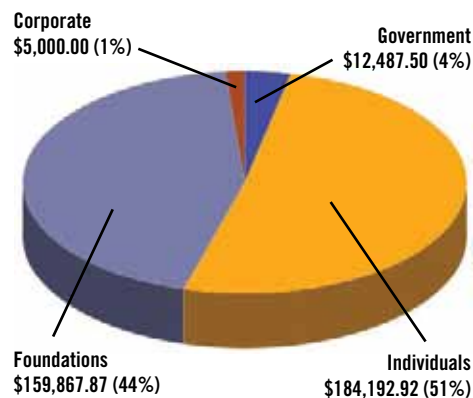
INCOME BREAKDOWN



EXPENSE BREAKDOWN



CONTRIBUTED INCOME BREAKDOWN



* Financial numbers reflect pre-audited totals

INDIVIDUAL DONORS Gifts to the Annual Fund from individual donors accounted for 51% of TimeLine's total contributed income during 2009-10, making it the largest source of contributed income to the theatre. Here are some statistics about individual donations to the Annual Fund during 2009-10:

- Total Gifts: **722**
- Households making multiple gifts during the season: **69**
- Largest Gift: **\$10,130**
- Smallest Gift: **\$2**
- Median Gift: **\$100**

FOUNDATION, CORPORATION AND GOVERNMENT SUPPORT TimeLine is delighted to recognize the Annual Fund support that we received this season from the following foundations, corporations, and government entities:

- Lester & Hope Abelson Fund for the Performing Arts (*see more at right*)
- Actors' Equity Foundation
- Alphawood Foundation
- Arts Work Fund
- Elizabeth F. Cheney Foundation
- The Chicago Community Trust
- CityArts Program 3 Grant
- Gaylord & Dorothy Donnelley Foundation
- Dramatists Guild Fund

- Forum Fund at The Chicago Community Trust
- Lloyd A. Fry Foundation
- Illinois Arts Council
- The MacArthur Fund for the Arts and Culture at Prince Charitable Trusts (*see more below*)
- The Pauls Foundation
- Peoples Gas
- Polk Bros. Foundation
- The Service Club of Chicago
- The Shubert Foundation

ABELSON AWARD TimeLine was chosen as a recipient of a \$25,000 unrestricted grant from the Lester and Hope Abelson Fund for the Performing Arts. Established as a donor advised fund at The Chicago Community Trust, the award — affectionately known as “the ‘Hopie’” — is given annually to two performing arts groups that have less than \$1 million in operating revenues, have been in existence at least three years and whose work demonstrates “innovation, inspiration and creativity.”

THE MACARTHUR FUND FOR ARTS AND CULTURE AT PRINCE CHARITABLE TRUSTS Through the generous support of this fund, TimeLine was able to expand the role of Audience Services Manager to a full-time position. The expansion of this position was a crucial step in TimeLine's ability to serve our rapidly expanding audience of subscribers and single-ticket buyers.

STEP INTO [PRIME] TIME: THE AGE OF TELEVISION On Friday, March 26, 2010, TimeLine welcomed our largest audience ever — more than 230 people — to the beautiful ballrooms at Germania Place for our annual gala benefit, *Step Into Time*. This season, guests joined us to *Step Into [Prime] Time: The Age of Television* in celebration of the Chicago premiere of Aaron Sorkin's *The Farnsworth Invention*. During this glamorous television-themed evening guests sipped the I Dream of 'Tini signature drink while perusing auction items and reminiscing about favorite TV memories.

It was a festive evening of catching up with old friends and making new while celebrating and supporting TimeLine Theatre. And through the generosity of everyone who supported Step Into Time through purchasing event and raffle tickets and auction items and/or making donations of money or in-kind items, TimeLine raised \$78,176.36 in net proceeds. In particular TimeLine thanks event sponsors **Elaine and Donald Levinson/Trabert & Hoeffler Jewels** and **McCormick Foundation**, and product/service sponsors **CAVCOMM Corporation** and **Drinks Over Dearborn** for their support of this special event.



Members of the cast of *All My Sons* (from left) Janet Ulrich Brooks, Cora Vander Broek, PJ Powers, Rebecca Buller and Roger Mueller and teaching artist Jennifer Avery engage in a post-show discussion with students participating in TimeLine's Living History Education Program.

LIVING HISTORY EDUCATION PROGRAM Concluding its fourth year of serving Chicago Public School Students, TimeLine's Living History Education Program humanizes and personalizes historical events and issues by engaging students in acting and writing exercises related to TimeLine's productions and their themes. The program consists of 6 weeks of in-class workshops to allow students to explore topics in history and social sciences through creative techniques. The entire program culminates in the students attending a matinee performance of a TimeLine production and the opportunity for students to rehearse and perform a scene with an actor from that production.

During the 2009-10 season TimeLine partnered with Carl Schurz Public High School, Von Steuben Metropolitan Science Center Public High School, Alcott High School for the Humanities, and Social Justice High School, part of the Little Village Lawndale High School, allowing 344 students to actively explore history as part of the program. Living History was generously supported by **Lloyd A. Fry Foundation** and **Polk Bros. Foundation**.

SIGNIFICANT ACCOMPLISHMENTS Through long-term responsible investment and strategic planning, TimeLine experienced incredible growth despite the economic downturn, reaching new milestones in our company's history. This season we:

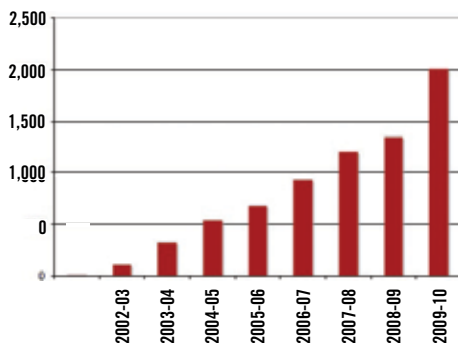
- **Eliminated our budgeted deficit** and ended our 13th consecutive season with a surplus;
- **Successfully sustained a 3 1/2 month extension of the hit show of our 2008-09 season, *The History Boys***, for a total run of six months, while concurrently producing the first show of our 2009-2010 season, *All My Sons*, outside of our home on Wellington Avenue for the first time in 10 years, to sold-out houses at a venue nearly 2 1/2 times the size of our regular house;
- **Completed our "2,009 in 2009" subscription campaign** in December, achieving 2,011 subscriptions, representing a 50% growth in subscriptions over the 2008-09 season;
- **Made four new additions to our Board of Directors: Norman Cutler**, a CFO of Parachute Marketing Group; **Nadim A. Kazi**, a partner at Sonnenschein, Nath & Rosenthal LLP; **Elizabeth Richter**, the Vice President of Marketing and Communications for The Chicago Community Trust, and **Nicole Thomas**, Director of Communications/External Relations at Ernst & Young LLP, expanding the pool of talent available to guide TimeLine through the next phase of development;
- **Partnered with Court and Remy Bumpo theatres to create "Fugard Chicago 2010"**, a unique marketing initiative celebrating our three respective productions of plays by South African playwright Athol Fugard. With support from the League of Chicago Theatres, the three theatres launched a collaborative website with information about all three of the shows, links to each theatre's website, and discounted passes to see multiple shows. This partnership will provide a template for future marketing collaborations.
- **Saw *The History Boys* sweep its categories at the 2009 Equity Jeff Awards:** Production, Play - Midsize Theater, Ensemble, Director (Nick Bowling), Scenic Design - Midsize Theater (Brian Sidney Bembridge) and Actor in a Supporting Role, Play (Alex Weisman).



TimeLine Company Members (from left) Janet Ulrich Brooks, Juliet Hart, David Parkes, PJ Powers, Ben Thiem, Lara Goetsch and Nick Bowling celebrate at the 2009 Equity Jeff Awards.

- **Received 11 nominations for 2010 Equity Jeff Awards**, including three for Production, Play - Midsize Theater (*All My Sons*, *'Master Harold' ... and the Boys* and *The Farnsworth Invention*).
- **And finalized plans to add two new full-time staff members**, Tracy Domeracki, Audience Services Manager, and Nick Bowling, Associate Artistic Director, as of July 1, 2010, growing our staff by 50 percent.

SUBSCRIBER GROWTH



Nick Bowling
Associate Artistic
Director



Tracy Domeracki
Audience Services
Manager

PROGRAMMING During the 2009-10 season TimeLine extended the final show of our 2008-09 season for an additional 3 1/2 months, presented a challenging season of four plays that embody our mission, and produced three editions of our TimePieces play reading series. This season we were thrilled to fill 192 artistic and technical positions to present our four-play season and TimePieces series to 2,011 subscribers and more than 15,000 single ticket buyers.



THE HISTORY BOYS

by Alan Bennett
directed by Nick Bowling
April 25 – October 18, 2009*
Chicago Premiere

Played for 88 Performances
Average Nightly Attendance — 87 patrons
Percent of Capacity — 104%
Total Attendance — 7,656
Total Revenue — \$250,633.88



ALL MY SONS

by Arthur Miller
directed by Kimberly Senior
August 27 – October 4, 2009

Played for 32 Performances
Average Nightly Attendance — 166 patrons
Percent of Capacity — 83%
Total Attendance — 5,295
Total Revenue — \$121,238.40



WHEN SHE DANCED

by Martin Sherman
directed by Nick Bowling
November 4 – December 20, 2009

Played for 38 Performances
Average Nightly Attendance — 81 patrons
Percent of Capacity — 97%
Total Attendance — 3,080
Total Revenue — \$67,795.65



'MASTER HAROLD' ... AND THE BOYS

by Athol Fugard
directed by Jonathan Wilson
January 20 – March 21, 2010

Played for 48 Performances
Average Nightly Attendance — 84 patrons
Percent of Capacity — 88%
Total Attendance — 4,041
Total Revenue — \$88,518.77



THE FARNSWORTH INVENTION

by Aaron Sorkin
directed by Nick Bowling
April 14 – July 24, 2010*
Chicago Premiere

Played for 59 Performances
Average Nightly Attendance — 85 patrons
Percent of Capacity — 101%
Total Attendance — 5,016
Total Revenue — \$120,648.63

TIMEPIECES

This season we presented three editions of TimePieces, our free play reading series featuring one-night only readings of new or rarely produced historically inspired plays. 252 attendees joined us for the readings of *A Picasso* by Jeffrey Hatcher (November 17, 2009), *Song of Extinction* by EM Lewis (May 4, 2010) and *A Lesson Before Dying* by Romulus Linney (June 6, 2010).

* While *The History Boys* and *The Farnsworth Invention* both extended into two fiscal years, the numbers above reflect only the number of performances, income, and attendance between July 1, 2009 and June 30, 2010, the beginning and end of the fiscal year that this report is evaluating.

PICTURED IN PRODUCTION PHOTOS (from left to right) page 1 *All My Sons* Janet Ulrich Brooks, Roger Mueller, Cora Vander Broek, Erik Hellman; page 4 *The History Boys* Will Allan, Govind Kumar, Joel Gross, Michael Peters, Rob Fenton, Behzad Dabu, Brad Bukauskas, Alex Weisman; *All My Sons* Roger Mueller, Janet Ulrich Brooks; *When She Danced* Alejandro Cordoba, Jennifer Engstrom; *'Master Harold' ... and the Boys* Nate Burger, Daniel Bryant, Alfred H. Wilson; *The Farnsworth Invention* PJ Powers, Rob Fagin.

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