

With over 65 businesses and individuals helping us meet and exceed the sponsor portion of our annual budget, SSC got off to a great start this year! Leading the way with a \$25,000.00 donation (our largest ever) was The David B. Silipigno Foundation. Their donation made it possible for us to present our show for everyone in our community. It couldn't be easier, you don't have to plan ahead, buy a ticket or hire a babysitter. Since David is committed to reaching the youth of our community, he may have enjoyed the fact that the very young in our audiences were practically climbing the stairs to the stage, so taken were they by our show (or were they just following the ducks?!)



All of our sponsors are important to us, and we would be unable to produce without the support of each and every one of them. There are several sponsors who have been loyal to us from the beginning, and to whom we owe an enormous debt of gratitude in helping us stay alive through some tough times in non-profit fundraising. We have survived the post-9/11 funding crisis and the natural disasters including hurricane Katrina, whose arrival last year in our Gala month slowed us down but did not stop us. Thanks to: Palio Communications, Adirondack Trust Company, ESPEY Mfg. & Electronics Corp., Stewarts Shops, A.L. Hofaker Insurance, Margo Beck, Ben & Jerry's, Carol and Dave Godette, William Roach and Putnam Winc, John Franck CPA, The Saratogian, The Times Union, The Saratoga County Arts Council, and the City of Saratoga Springs for your loyalty. These are only a small number of the sponsors who have helped us, but their dedication each year deserves a round of applause.

The Tempest

2006 Season Wrap-Up

Our community helps us meet our goal.

Saratoga Shakespeare celebrated its seventh season with a tropical production of *The Tempest*. We thank our generous sponsors for their support, and the many dedicated volunteers and community artists who come together each year to bring Professional, live theatre to historic Congress Park in Saratoga.



SSC relies on the strength of the professionals who lend their talents to our production. We are fortunate to have many artists living in our community, and Saratoga keeps our out of town guest artists coming back. Among the returnees for 2006 were Director Bill Finlay, Scenic Designer Louis Allen, Costume Designer Lloyd Waiwaiole, Sound Designer David Gregg of SAVI, and Stage Manager Sara E. Friedman. Actors' Equity Association was represented by Friedman, and seven actors. Rounding out the company were our hard working local actors and interns.

If our Professional actors and staff are the backbone of Saratoga Shakespeare Company, then our interns are surely the "guts." This group of dedicated students sweat (and this was a year for it!) and slave in exchange for the opportunity to gain a credit with a professional theatre. Many of them join the Equity Membership Candidate Program, and earn points toward membership of the professional stage actors union. They provide their own housing, food and transportation while they build our sets and costumes, perform in the show and study with our guest artists. Since our home is in the park, each day the interns must set up and break down everything but the staging. We love them and their youthful enthusiasm and look forward to seeing them grow in their professional careers.



Once again, Palio Communications designed our beautiful posters and playbills, and promoted us in with top notch press releases. The results of their efforts were seen in The Gazette (Article on Carly Hirschberg/Miranda) The Saratogian (Summer Guide, Cover and Article - What's Happenin', May Banner review, and bi-weekly display ads); The Post Star (Preview article and full page photo spread/article on backstage life); and The Times Union (generous Bi-Weekly display ads and listings in Events Calendar). We also got a plug from Jay Bobbin (WNYT Channel 13 and Albany2go) and were seen all over town in shop windows thanks to printing donated by FedEx Kinko's. Our press photos were again provided by Tom Stock.

Despite the extreme weather, audiences came in the hundreds each night to enjoy the beauty of our park surroundings and the high quality of the performance. According to our surveys, our audience came from Saratoga Springs, the surrounding communities, the tri-City area, and also from New York City, Virginia, Oregon and Georgia. All ages of our community were represented, from under 18 (15%) and over 66 (21%). More than a third of the audience was 51-65 (almost 40%).



Of those who responded to our survey, 49% learned about the production from the newspaper, 40% through word of mouth, 8% via the internet and 7% by seeing the poster. We were pleased to read that people are keeping their eyes open for our annual show. More trivia - Ten percent of our respondents have seen all seven of our plays, while one third had never been to one of our shows before. (For the mathematically challenged - two thirds were returnees.) Our surveys show that the most popular request for next year is Hamlet; and the most intriguing The Merry Widow (we're not sure we're ready for operetta yet.)

The generosity of our audiences each evening allowed us to come very close to meeting our in-park collection goal. The extreme heat kept attendance from skyrocketing, and three times, rain prevented us from collecting. Our shortfall was less than the equivalent of one evening's collection, but we are certain to make up the difference.

There is one final piece of the SSC fiscal pie. Our annual gala will be held at the Saratoga Polo Club on September 24, from 4-8pm. We need to sell more tickets this year than ever to ensure our future. The event is family friendly (kids admitted free!) and will feature the fabulous Shakespeare-inspired food of Chef Dave Britton, as well as a clever one-act presentation created by Greg Wolfe, our director from Comedy of Errors. Don't miss the chance to bid for our silent and live auction items. Please take a look at the enclosed Playbill to read more about our cast, crew and sponsors. Thanks again for your generosity and please keep an eye open for our Gala Mailing. Be sure to visit our website, www.saratogashakespeare.com. If you have any recommendations for our mailing list, please send them to: info@saratogashakespeare.com, or call (518) 495-7081.

