

Report to the Community.

The Myrna Loy Center is in a very exciting place: carrying on an inspiring legacy, rebuilding core capacities, and strengthening the organization from within. With new leadership, an inspiring vision, an immensely talented staff, a supportive and unified Board of Directors, and an exciting strategic plan, the Myrna faces a very bright future.



We are all—Board, staff, and supporters—eager and motivated to tackle the challenges ahead.

We share this update with you because you are a critical partner in making the Myrna Loy Center what it is today.



What the Myrna Loy Center is up to

This year we're working on **strengthening the organization**. We've been through a successful capital campaign to upgrade from film to digital projection equipment (2012-13). We've been through a wobbly transition after Ed Noonan's retirement and the loss of our two biggest grants (2014). Now is a great time to re-focus, re-build, and re-vivify the Myrna. Specifically:

- Improving the patron experience—attending to dilapidated **bathrooms**, updating **accessibility gear** for hearing-impaired audience members, building our fabulous new **website**, a better online **ticketing system**, and other improvements;
- Building new **partnerships** throughout the community so we can better share this fine asset with Helena groups, businesses, and artists;
- Updating **lighting** and other **equipment** to enhance performances and reduce power bills;
- Making sure, after our financially traumatic year, that our dedicated **staff** receives the support and opportunities they need to grow individually and as team members;
- Trying to raise the **money** we need to get through this year without going into the hole, and position ourselves to grow when anticipated grants come through.

Our longer-term goals:

- Expand our renowned **arts education** program to bring more hands-on, curriculum-based arts experiences into K-5 classrooms;
- Pursue new granting opportunities for Creative Place-making and cross-disciplinary partnerships that engage more of our community in **collaborative projects**;
- Bring the Myrna's transformative arts experiences into healing places—hospitals and clinics, nursing homes, shelters, and women's transitional homes for example;
- Continue to refine and sustain the Myrna Loy Center in its rich traditions of nourishing our community with culturally diverse, nationally significant, personally uplifting, and community-building performances and films!

- And eventually: To get new auditorium seats, re-floor the stage, replace concessions carpeting, and generally make the building more welcoming.

That sounds very business-ish.

OK, try this:

Imagine you're sitting in the back of a classroom of 45 high-school French students one morning when they suddenly burst into song. It's a call-and-response, in Creole French, led by Zydeco artist Terrance Simien, who explains how Creole French language diverged from European French. *High-schoolers, singing in class?* Yes, and because music cements language into the brain, they may never forget this day. After class you watch the kids swarm Terrance to have their pictures taken with him, and something in you fills with joy.

You made that happen. You, the community that supports the Myrna Loy Center.

Now. Imagine you're in dark auditorium on a quiet Sunday evening in autumn. Outside the breezes are lifting; a chill is coming down. But you've settled into your seat with a merlot and in the golden glow of the stage light six musicians are playing a transfixing suite of pieces. It's jazz. You don't even really like jazz, but this music makes you feel like you are moving through it, not quite floating, but *blossoming* in some spot in your solar plexus. You close your eyes. Your heartbeat thrums with the bass line. You feel immense, like the whole Montana landscape is unfolding in you. When was the last time you felt transcendent like this? So rooted in yourself yet deeply aware of the grandeur we inhabit that is life?

Where do **you** go to get together with friends, dance to an African drummer or rock out to some Pakistani dholi performance, or watch a great movie you'll be talking about for days? Where can you see Billy Childs, Marc Cohn, or Terrance Simien in concert and then share a beer with them afterwards? You already know how unique and special the Myrna Loy is. We all know how lucky we are to have the Myrna in Helena.

The best way to measure the health of the Myrna Loy Center is by the depth of impact of its programs. It's not about what we do. It's about how the community is nourished.

Our staff is deeply dedicated, and our board is personally committed. We are here to continue the Myrna's great tradition of making our community the kind of creative, vibrant, healthy place we all want to call home.



Financial Update

A year ago the Myrna Loy Center was \$85,000 in debt, with \$35,000 in outstanding bills and our \$50,000 line of credit tapped out. We had lost some major grants. We were still paying off new digital film equipment and upgraded sound system. Then our old furnaces collapsed in a carbon-monoxide wheeze; the fire marshal demanded we buy all new, fire-proof curtains. When stage lights blew out we couldn't afford to replace them. The Board kicked in significant personal funds. Staff worked harder on reduced hours. We brought toilet paper from home. People called up offering to volunteer. We asked Valley Bank for free pens.

It was a year of hard work. We slashed expenses, analyzed every budget item, and laid out a disciplined, energetic strategic plan. We worked with our banker and creditors. We forged a budget that reflects the Myrna's financial realities yet provides for rebuilding and strengthening the organization.

We also developed new programs like Second Story Film Club, and Brew & View (Board member Linda Piccolo's great idea!) We hosted parties for our donors, and special pre-concert receptions for our business sponsors. We reached out to new audiences, and worked to make sure our traditional friends and family felt more welcome than ever at the Myrna.

And despite our financial challenges, we stayed focused on the Myrna's beautiful tradition of enriching our community through varied, remarkable films and arts experiences.

What a difference a year makes.

Today, the Myrna Loy Center is completely debt-free. We ended the fiscal year financially stronger than we've been in five years. Thanks to the Treacy Foundation, all our stage curtains are fully fire-proof. Thanks to the Jerry Metcalf Foundation, we have some new, energy-efficient LED stage lights that we can also use in the Screening Room for small productions. Thanks to our dedicated Board we have navigated tricky territory with verve and grace. And thanks to the Myrna Loy staff we have an exciting year of performances, films, Brew & Views, and special events ahead.

And thanks to **our wonderful community—that's you**—the Myrna Loy Center is re-energized, re-vitalized, and is truly a place of joy and creativity.



MYRNA LOY CENTER BALANCE SHEET SEPT 30, 2015 (comparison with previous year)

	Sep 30, 15	Sep 30, 14	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
Cash on Hand	800.00	800.00	0.00	0.0%
DA Davidson	3,578.92	2,350.02	1,228.90	52.29%
First Interstate Checking	37,403.53	15,371.58	22,031.95	143.33%
First Interstate Cash Reserve	38,613.50	773.38	37,840.12	4,892.82%
US Bank	0.00	179.19	-179.19	-100.0%
Valley Bank Cash Reserve Acct	798.38	163.80	634.58	387.41%
Total Checking/Savings	81,194.33	19,637.97	61,556.36	313.46%
Accounts Receivable				
Accounts Receivable	0.00	135.29	-135.29	-100.0%
Total Accounts Receivable	0.00	135.29	-135.29	-100.0%
Other Current Assets				
Payroll Advance	100.00	0.00	100.00	100.0%
HP Arts Plus Endowment	109.36	109.36	0.00	0.0%
Prepaid Expenses	3,125.01	12,605.15	-9,480.14	-75.21%
Total Other Current Assets	3,334.37	12,714.51	-9,380.14	-73.78%
Total Current Assets	84,528.70	32,487.77	52,040.93	160.19%
Fixed Assets				
Art Work & Myrna Loy Collection	35,123.96	35,123.96	0.00	0.0%
Depreciation Allowance	-949,796.55	-949,796.55	0.00	0.0%
Fixtures & Equipment	350,736.79	350,736.79	0.00	0.0%
Leasehold Improvements-MLC	1,496,487.09	1,479,982.09	16,505.00	1.12%
Total Fixed Assets	932,551.29	916,046.29	16,505.00	1.8%
TOTAL ASSETS	1,017,079.99	948,534.06	68,545.93	7.23%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
Accounts Payable	20,043.38	31,476.44	-11,433.06	-36.32%
Total Accounts Payable	20,043.38	31,476.44	-11,433.06	-36.32%
Other Current Liabilities				
Accrued Liabilities	3,828.44	3,828.44	0.00	0.0%
Deferred Sales Gift Cert/Passes	23,976.06	21,603.06	2,373.00	10.99%
First Interstate Line of Credit	0.00	48,860.27	-48,860.27	-100.0%
Payroll Liabilities	571.00	538.86	32.14	5.96%

Total Other Current Liabilities	28,375.50	74,830.63	-46,455.13	-62.08%
Total Current Liabilities	48,418.88	106,307.07	-57,888.19	-54.45%
Total Liabilities	48,418.88	106,307.07	-57,888.19	-54.45%
Equity				
Equity-Restricted Funds	109.36	109.36	0.00	0.0%
Equity-Unrestricted Funds	970,558.41	808,293.59	162,264.82	20.08%
Temp. Restricted Net Assets	0.00	2,500.47	-2,500.47	-100.0%
Net Income	-2,006.66	31,323.57	-33,330.23	-106.41%
Total Equity	968,661.11	842,226.99	126,434.12	15.01%
TOTAL LIABILITIES & EQUITY	1,017,079.99	948,534.06	68,545.93	7.23%

What the Myrna needs now

Is love, sweet love And about \$110,000. That's why we launched **Myrna's 110 Party** this fall, a campaign to raise \$110,000 by next spring.

- We have asked our 675 current members to renew their membership at least at \$110 per year (easy if you give even \$10 per month!) Some are doubling, even tripling that level. (Thank you!!)
- We are expanding our **Business Partner** program to include sponsorship of films (now that we can show your 30-second spot before a movie!) and other opportunities tailor-made to suit our business partners. (Movie night, anyone?)
- We have started **Myrna's Circle**, a special group of high-level donors whose significant contributions to the Myrna Loy (\$1,000 per year and up) will help us cover operating expenses while we work on project grants. Major donations also can serve as matching funds for grants to double or even triple the impact.
- We are hosting some **amazing fun-raising events** like Brew & View, special parties, film nights, and of course our joy-filled springtime event, **Myrna Uncorked/Unforked**. (Watch for some surprises in that arena, too.)

Other ways you can help

- **Volunteer:** Usher, put up posters, be part of our Social Media Team, help out around the house.
- **Host a membership party** at the Myrna before a film or performance. An enjoyable, easy way to make a big difference for the Myrna.
- **What do you want to do?** How do you want to help? The Myrna Loy Center is too wonderful to keep it to ourselves. Please come join us. **Call me anytime: 443-0287 ext 35.**

**Thank you for your membership,
and for supporting the Myrna Loy Center.**



~ *Krygs Holmes*