

PONDEROSA CENTER

Inspiring Community Possibilities

ANNUAL REPORT 2021

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PRESIDENT'S MESSAGE

As with much in our community, 2021 for the Ponderosa Center (the Center) continued to be filled with positive events as well as some heartbreaks, but with optimism for the year ahead.

What stayed constant for the Center was our Vision of “cultivating community enrichment through lifelong learning, the arts and the celebration of our local heritage”. We began 2021 wanting to reach more of the community and to continue to build a strong financial foundation for our future.

With your generosity and support, we achieved both.

Through the combination of our talented local and regional performing artists, the generosity of our business sponsors and the tremendous support of the community, we hosted a number of events this past summer beginning in June, including hosting Idaho Opera and the Delvon Lamarr Organ Trio. The “Tuesday at the Terrace Summer Concert Series” ran from July through September and averaged over 250 fun loving participants a night. In addition, we were able to host the Rotary Brew Fest, McCall Music Society Second Sunday Sounds, and other community events. Through these events we were able to provide a gathering place for the community and a glimpse of what the future center could be.

We strengthened partnerships with the McCall Ski Heritage, the McCall Music Society and the Chamber of Commerce, all of which are committed to being a part of the future of the Center.

Looking ahead, we are busy working on programs and events for the summer of 2022. And we have engaged with a team of dedicated architect+design and construction professionals with the goal of breaking ground in the Spring of 2023 for an opening of the Center in the Summer of 2024.

We are deeply grateful for our many supporters: our dedicated Board of Directors, our Director Circle members, our Capital Campaign contributors, our business sponsors and the community of McCall and West Central Idaho for all your support. We invite you all to continue to share in the Vision of the Center and keep the “buzz” alive!

As to heartbreak, we mourned the passing of our dear friend and community inspiration, Nicole Musgrove this past October. She was a guiding light for many of us and a tireless advocate for the Center and what it will do for our community. We miss her dearly; and are committed more than ever in our efforts to see the Center completed.

As we look forward, we are most fortunate to have Hayley Johnson part of our team. Hayley too, has been an advocate for all the values we hold true to our community and the Center. We welcome her many talents and passion.

I am reminded often about the special magic of McCall and our West Central communities. The Center is committed to continuing that magic; to be a place where we can celebrate and learn together regardless of age or income, and to provide experiences that will enrich us all.

With gratitude, on behalf of the Board of Directors of the Ponderosa Center,



Chet Wood

2021

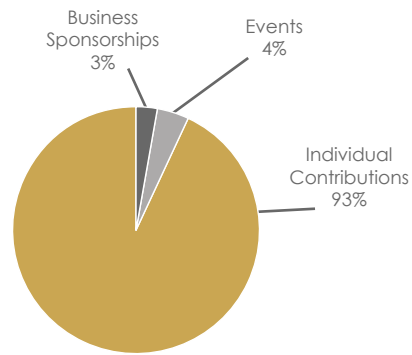
The Year in Review

FINANCIAL PERFORMANCE

Statement of Activity for the year ending December 31

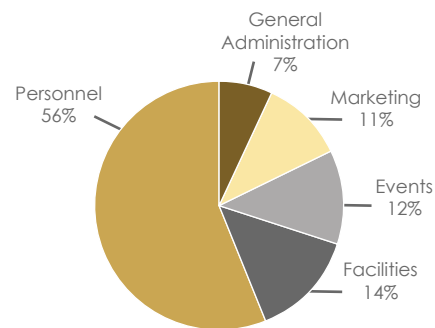
revenue

Individual Contributions	\$248,467
Business Sponsorships	\$7,250
Events	\$9,578
Other Revenue	\$531
Total Revenue	\$265,826



expenses

Personnel	\$56,800
Facilities	\$14,213
Events	\$11,903
Marketing	\$10,599
General Administration	\$7,023
Total Expenses	\$100,538



FINANCIAL COMMENTARY

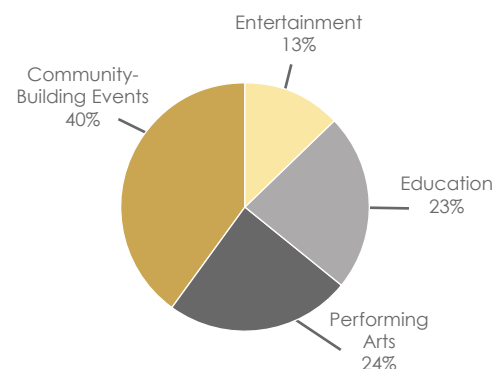
We kicked off the year setting our budget amidst great uncertainty, both with the pandemic and launching our Terrace for events in the Summer. We demonstrated our agility and resilience through the year, ending with 9% higher revenue and 12% lower expenses than budget, generating 2X budgeted net income. This, together with 2.8X budgeted capital contributions and thoughtful capital spending, landed an 85% stronger ending cash position than budgeted.

Through fundraising efforts and prudent management of our costs, we ended the year growing over our prior year, something we have done for three straight years even with the pandemic. We have set the stage for our future success.

COMMUNITY SURVEY: UNMET NEEDS

97% of residents, businesses, community leaders and non-profits surveyed showed support and validated Arts, Education and Community as priorities for building the Center.

Celebrating and showcasing local artists, talent and organizations in a year-round venue will benefit everyone, regardless of income level.



ACCOMPLISHMENTS

Our FREE locally sponsored “Tuesday at the Terrace” concerts, presented in partnership with the McCall Chamber and McCall Folklore Society were well attended by locals and visitors alike.

SUMMER CONCERT SPONSORS

Disaster Response - Series Sponsor, Brian Charles - DMD Family Dentistry, First American Title, Idaho First Bank, Maupin Homes, McCall Jewelry Company, Mountain Town Homes, Perfect 10 Nail Salon, Pinetop Custom Homes, RE/Max Resort Realty, Restoration North, Shore Lodge & Whitetail



12 FREE concerts –

2,700+ ATTENDEES

8 virtual events –

278 VIEWERS

4 socials –

59 DIRECTOR'S CIRCLE MEMBERS

30,984 impressions –

1,272 FOLLOWERS



A FEW MORE MILESTONES

- The timely launch of the Ludwig Terrace providing entertainment and supporting local performers, youth fundraisers, and small businesses
- Expansion of our Capital Campaign Cabinet and establishment of an Idaho Community Foundation building fund
- Progress toward the execution of our Vision through expanded composition of Board and the inaugural Emeritus Board





ONE CENTER. THREE PRIORITIES. ARTS. EDUCATION. COMMUNITY.

With the exciting goal of breaking ground in the Spring of 2023 for an opening of the Center in the Summer of 2024, we have engaged a team of dedicated architect+design and construction professionals.

VISION

Cultivating community enrichment through lifetime learning, the arts, and the celebration of local heritage.

MISSION

To connect and inspire people through the building of a versatile lakeside venue that creates new opportunities for community engagement, entertainment, and success.

YOU

You make it possible.
For more information and a listing of members and supporters, visit ponderosacenter.org





PAYING TRIBUTE

The Nicole Musgrove Memorial Fund was established to honor our dear friend and colleague in The Center, once built. Many of us met Nicole through her truly extraordinary commitment to Ponderosa Center. Her Southern hospitality and passion for our local community will continue to be missed.



Community building Community.
In the heart of McCall.



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www.ponderosacenter.org

Follow us @ponderosacenteridaho:

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Please email us at admin@ponderosacenter.org, if you have changes or would like a printed version of the Annual Report.

The Ponderosa Center, Inc. is a 501c3 non-profit organization.
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