



PONDEROSA CENTER

Inspiring Community Possibilities

ANNUAL REPORT 2024



BOARD OF DIRECTORS

Janell Strosnider,
President

Bob Looper,
Vice President

Todd Armstrong,
Treasurer

David Carey,
Secretary

Michael Anderson

Kristin Sinclair

John Francis

Cheryl Meinzer

PRESIDENT'S MESSAGE

The Year in Review:

With your support and our shared vision, the Ponderosa Center has nurtured significant community engagement over the past few years and 2024 was no exception. Thanks to local businesses and community partnerships, we hosted 9 concerts, held 8 intimate donor cultivation gatherings and rented the venue 13 times.

Our efforts to raise over \$26 million presents a variety of challenges, especially for a community full of so many worthwhile causes yet we want to assure you that we remain committed to creating the best Center possible.

Please continue to share our vision with those who may be interested in being involved so that together, we can build a Center that will serve the West Central Mountain communities for generations to come.

With gratitude,

Janell Strosnider
President

We will pause the free concert series for Summer 2025 to focus our efforts on fundraising and next steps forward.

ACCOMPLISHMENTS



13 VENUE RENTALS

Local organizations hosted events and community fundraisers demonstrating the need for a permanent indoor gathering space

9 FREE CONCERTS

Averaging 400 + attendees per show



8 COMMUNITY GATHERINGS

Provided community members an opportunity to learn more about the Ponderosa Center



ENGAGEMENT

 2,600 FOLLOWERS

 58,000 IMPRESSIONS
(Up over 60% from prior year)

SPONSORS

EVENT SPONSORS

Visit McCall

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ENGEL & VÖLKERS®

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Brundage Mountain Resort

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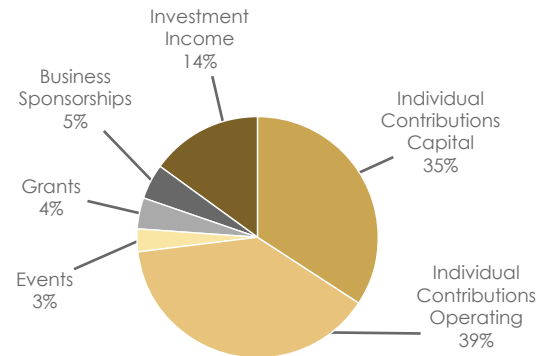
2024 The Year in Review

FINANCIAL PERFORMANCE

Statement of activity for the year ending December 31

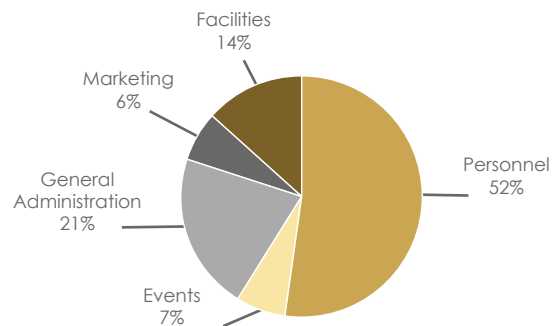
revenue

Individual Contributions - Capital	\$85,000
Individual Contributions - Operations	\$96,414
Events	\$8,000
Grants	\$10,000
Business Sponsorships	\$11,981
Investment income	\$36,573
Total Revenue	\$247,967

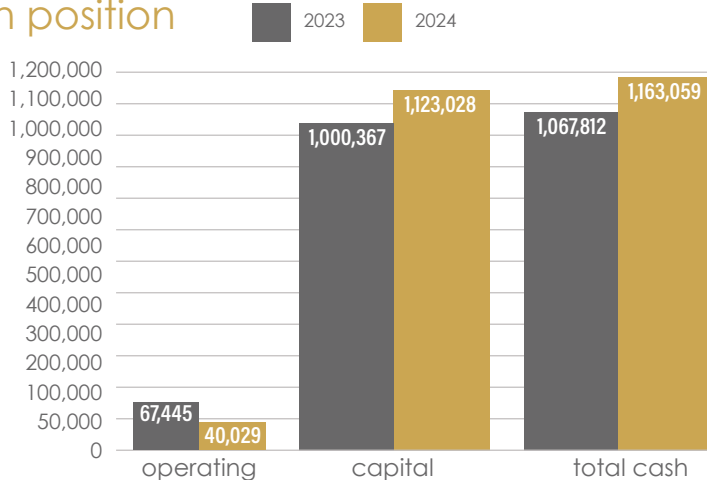


expenses

Personnel	\$76,329
Events	\$9,759
General Administration	\$30,972
Marketing	\$9,705
Facilities	\$19,059
Total Expenses	\$145,823



cash position



Note: The option to purchase the Depot parcel of land expired in May 2023. The option deposit has been treated as cash for 2023 and 2024 comparison.

assets

Cash & Investments	\$1,163,059
Fixed & Other Assets	\$44,721
Total Assets	\$1,207,780

liabilities & equity

Current Liabilities	\$1,198
Total Equity	\$1,206,582
Total Liabilities & Equity	\$1,207,780

FINANCIAL COMMENTARY

In 2024 we continued to tell the story of the Ponderosa Center and how it will enhance the community. The Terrace concerts were well attended and provided a platform for fundraising. The Directors Circle and Business member campaign provided critical support for operations, and we are grateful for these recurring supporters. In 2024 we focused less on gifts to the Capital Campaign and worked to secure larger pledges that would have a greater impact on closing the gap for funds to build the center. We increased assets by \$93,094, continued to manage operating costs prudently, and maximized our income on the funds raised. We look forward to a positive and productive 2025 and thank you for your continued support.





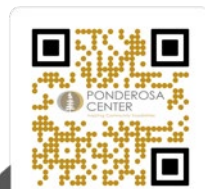
ONE CENTER – THREE PRIORITIES ARTS. EDUCATION. COMMUNITY.



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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.



DONATE TODAY



Community building Community.
In the heart of McCall.