



CHANGING THE LIVES OF YOUTH IN SILICON VALLEY FOR OVER 55 YEARS.

In our 55th season, CMT San Jose celebrated a revival of artistic excellence and accessible arts programming, reconnecting with the community of families, participants, and patrons that we proudly built before the pandemic. This report highlights our work from September 2022 through August 2023.

MISSION STATEMENT

CMT San Jose trains and educates today's youth through musical theater to set and achieve high artistic and personal goals, and to inspire them to become exemplary artists, patrons and citizens of tomorrow.

LETTER FROM KEVIN AND DANA

We have so much to be proud of during our 55th Season. There's nothing like feeling the energy of the Creative Arts Center full of activity each afternoon and evening. Watching performers bond together to create beautiful art and lasting friendships is incredibly gratifying. There were many inspiring moments to take note of during our 55th Season. Welcoming CMT alumni back to lead artistic teams, and tackling complex themes and new work, continues to set the bar high for the artistic excellence for which CMT is known. The 55th season welcomed over 500 new participants in our productions, classes and camps. We gratefully attribute our continued success from our entire CMT community. This includes leadership from our Board of Directors, dedicated teaching artists and artistic teams, foundations, local government, corporate sponsors and individual donors, along with our robust and dedicated Team CMT volunteers.

Thank you for believing in CMT and helping our community thrive.

Dana Zell
Dana Zell
Managing Director

Kevin R. Hauge
Kevin R. Hauge
Artistic Director

CMT San Jose trains and educates today's youth through musical theater to set and achieve high artistic and personal goals, and to inspire them to become exemplary artists, patrons and citizens of tomorrow. With inclusiveness and quality as the two touchstones of CMT's vision, we remain dedicated to providing the highest possible caliber of musical and theatrical training to children from ages 4 to 20, spanning all abilities. We stand behind our promise never turn a child away, regardless of financial or physical limitations.

Snapshot of 2023

CMT serves as both the journey of a lifetime and the premier destination for performers and audiences of all ages. Thanks to its artistic vision and unparalleled leadership, CMT is one of the only youth-centric performing arts organizations consistently recognized by the National Endowment for the Arts for artistic excellence.

Research indicates* that involvement in the arts increases student engagement and encourages consistent attendance. In addition to building social and communication aptitude overall, drama courses and performances have been shown to improve student's self-esteem as well as confidence in their academic abilities and life skills.

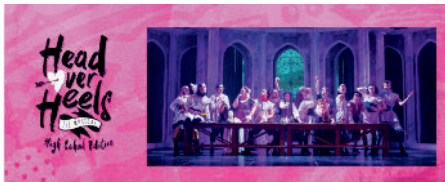
2023 Community Growth

- 950 Young Participants on the Montgomery Stage
- 475 Participants taking Studio Classes at our Creative Arts Center
- 745 Campers at Camp CMT, held at two sold-out locations
- \$40,000 awarded across 145 scholarships, continuing CMT's practice of welcoming every child who wishes to participate, regardless of financial limitations
- 33,718 patrons flocked to the Montgomery Theater to experience the magic of live theater and support the economic resurgence of downtown San Jose.

Diversity, Equity, Inclusion and Belonging

CMT's commitment to DEIB is woven into the fabric of all we do. We're driven by four main goals:

- Celebrate diversity throughout the organization
- Create a true sense of belonging for all who participate
- Develop outreach to underrepresented communities
- Offer programming that inspires all



This season, our Mainstage production of *Head Over Heels* was sponsored by the LGBTQIA+ Employee Resource Group at the KLA Foundation, a meaningful collaboration supporting both the production and the values of the community.



Our DEIB team supported our Mainstage production of *The Hunchback of Notre Dame* by retelling this classic tale through the eyes of the Romani people and worked with our ASL consultant Stephanie Foisy to incorporate ASL into the artistry.



During our Winter Rising Stars production of *The Sound of Music*, we welcomed a record number of new participants, featuring three casts of nearly 180 performers! Development of this production included discussion with Rabbi Laurie Tapper Hahn to discuss with our artistic team, staff, and cast members, sensitive subject matters centered around the story and World War II.

Education & Outreach

This year, we welcomed 3,500 young patrons to our Student Audience Matinees.

1,000 of those patrons were from Title One Schools.

Our award-winning Camp CMT evolved to two sold-out locations this year with 745 participants.

Alum Rock In The House!

Through a new partnership with the Alum Rock Unified School District, we initiated a new program for their students who were transported by bus to our Creative Arts Center weekly for an 8-week program with one of our finest teaching artists, introducing them to music and dance fundamentals.

Our Kickstarter program returned, collaborating with 2 schools in the Mount Pleasant School District to assist them in developing an insular theatre department over the course of 3 years.

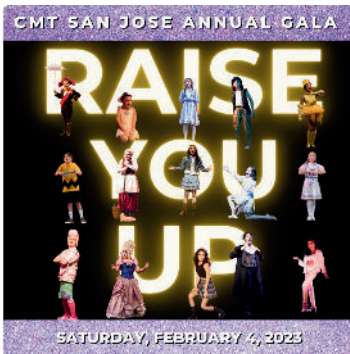
Community Access Program

CMT San Jose's transformative Community Access Program focuses on introducing live musical productions to schools, particularly Title One students, breaking down barriers to artistic exploration. The program ensures accessibility by offering discounted or cost-free tickets, embodying CMT's commitment to inclusivity.

National Endowment for the Arts

In 2005, CMT San Jose made history as one of the first youth organizations recognized by the National Endowment for the Arts (NEA). This season, we were honored for the 13th time with this distinguished acknowledgment, accompanied by a \$25,000 grant underscoring our commitment to artistic excellence and supporting our summer production of *The Hunchback of Notre Dame*.

RAISE YOU UP | CMT'S ANNUAL GALA



Our 31st Gala marked our post-pandemic return to the Civic Auditorium, a homecoming of sorts, with our event model featuring two special events—a brunch and an evening affair—and returning performances from alumni like Anna Marie Perez de Tagle (*Disney's Camp Rock, Godspell*), Shawn Clifford (TV's "13 Reasons Why"), and Megan Haley (*Mean Girls, The Devil Wears Prada*).

As a non-profit, CMT is always looking for new partnerships and arts enthusiasts to support its programs and participants. To learn more about how you can make the greatest impact, please contact CMT Managing Director Dana Zell at dana@cmtsj.org

WHY FUNDRAISE?

Revenue from ticket sales and registrations only cover about 60% of our overall operating budget. The rest is raised through the support from foundations, corporations, and individuals like you!

OPERATING REVENUE:

2018 | \$2,871,905
2019 | \$2,895,775
2020 | \$1,088,965
2021 | \$2,048,063*
2022 | \$3,483,000*
2023 | \$3,610,180

*(INCLUDES ONE TIME \$1.5M+ IN FEDERAL RECOVERY FUNDS FROM PANDEMIC)

2023 Total Revenue: \$3,610,180

2021 & 2022 were unique in that over \$1.5M in federal recovery funds were received to help CMT recover from the pandemic. These one-time funds allowed CMT to continue to provide a full slate of programming and production values, despite lower participation, audience attendance, and individual donations. Now, as we continue to rebuild, growth across all areas of operation are vital to ensure we're able to continue to thrive as an arts leader in our community.



■ Contributed
■ Earned



■ Corporate
■ Individual
■ Foundation
■ Government

Contributed Revenue Breakdown