



What a season! I am both incredibly proud of what Ashland accomplished this year and yet hope to never experience another year like it.

The 2020/21 Season began very similar to how the previous season ended: with Ashland leadership developing a plan to deliver our mission in the midst of a pandemic. The cancellation of our 2019/20 Season in March and the uncertain nature of the 2020/21 Season created significant financial uncertainty. The inaugural "Battle of the Ashland Stars," a streamed performance pitting three teams pulled from 87 volunteer performers against each other in a fun competition, raised more than \$15,000 to help alleviate this gap.

We used the fall to create the AIM program—a modified version of Ashland's innovative and impactful elementary ACT! program—for students learning remotely. The middle school cast of *Seussical Jr*, whose rehearsals were halted in March 2020 as the pandemic forced closure, was reunited to complete the show. Though the performance was made to an empty house, we recorded and shared it with family and friends. Ashland also began masked and socially-distanced rehearsals for the 2020 Ashland Holiday Show, with the intention of recording the show and streaming it to patrons. Alas, Covid once again had other plans, and Governor Walz ordered additional restrictions on gathering in late November, necessitating a change to an audio recording of the show, Ashland's first-ever cast album.

The fall and winter saw the introduction of Ashland's inaugural "Master Classes" and "Performance Intensives," in which small groups of 10 peer-aged performers rehearsed numbers with Ashland's Founding Artistic Director, Rob Sutherland. With no audiences in mind, this was Ashland delivering our mission at a crucial time in the lives of our participants.

In March, we began rehearsing *Shrek*, Ashland's first fully-staged performance in more than a year. Initially, we thought we might need to record and stream the show without any live patrons. Eventually, we were able to sell seats at 50% capacity, becoming one of the Twin Cities' first theaters to safely produce live theater indoors since the beginning of the pandemic. Ashland even announced two additional performances sold at full capacity to meet the demand. The Ashland Alumni returned in June with a fantastic production of *Heathers*, and we followed in August with a hit production of *Mamma Mia!*, including an extension weekend! Summer camps also returned, masked and distanced, but delivering Ashland's inimitable blend of fun, inclusivity and performance to more than 200 campers!

Thank you for your support of our work. You continue to be Ashland's brightest stars!

Christopher Scholl
Executive Director



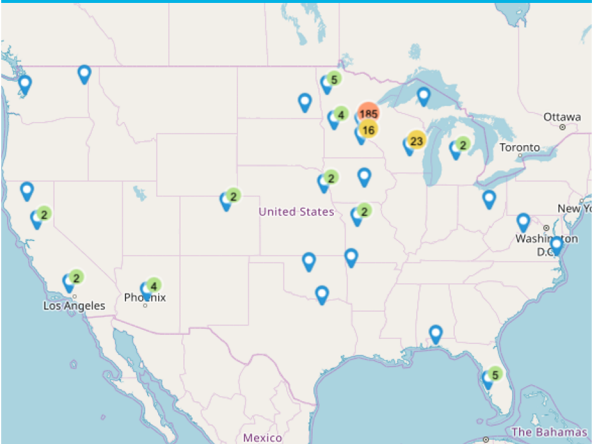
2020 - 2021

IMPACT REPORT

Ashland is a youth-centered, multigenerational theater company that fosters self-esteem and a sense of belonging. Through a culture of welcoming acceptance, Ashland's unique process creates exceptional performances enjoyed by the many communities we serve.

1,948 patrons

270 zip codes represented by patrons



91% of mainstage participants and parents report that Ashland lives its mission.

2020-2021 Programming:
Battle of the Ashland Stars
AIM Program
Home for the Holidays
Performance Intensives
The Big One-Oh!
Could You Hug a Cactus
Shrek
Heathers
Mamma Mia!
Summer Camps



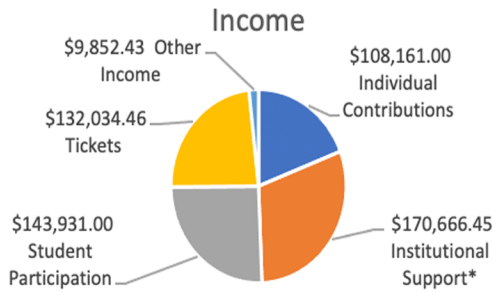
Youth Participants Per Program
AIM (Super Happy Awesome News): 33
Home for the Holidays: 58
The Big One-Oh!: 18
Could You Hug a Cactus: 13
Shrek: 44
Mamma Mia!: 29
Summer Camps: 216



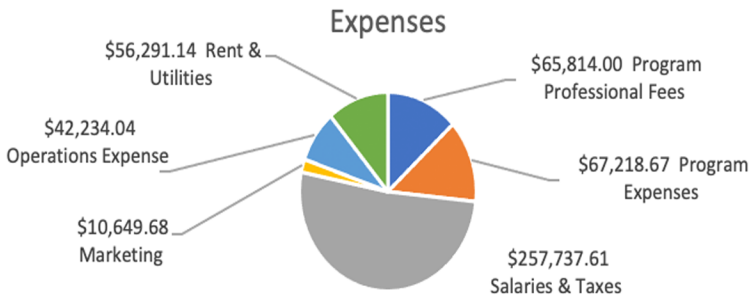
Ashland is grateful for the continued support of its sponsors! Thank you to:

Ashland Productions
2100 White Bear Ave Maplewood, MN 55109
www.ashlandproductions.org | (651) 274-8020 | info@ashlandproductions.org

2020 - 2021 FINANCIAL UPDATE

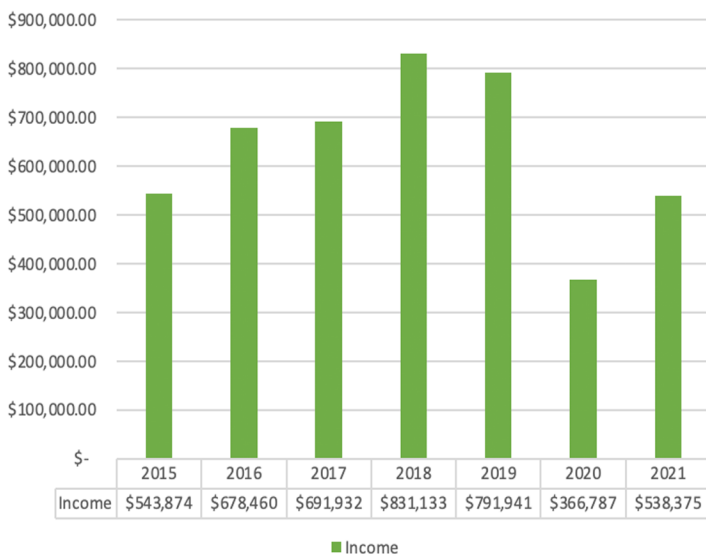


* Does not include Paycheck Protection Program or Shuttered Venue Operators Grant funding

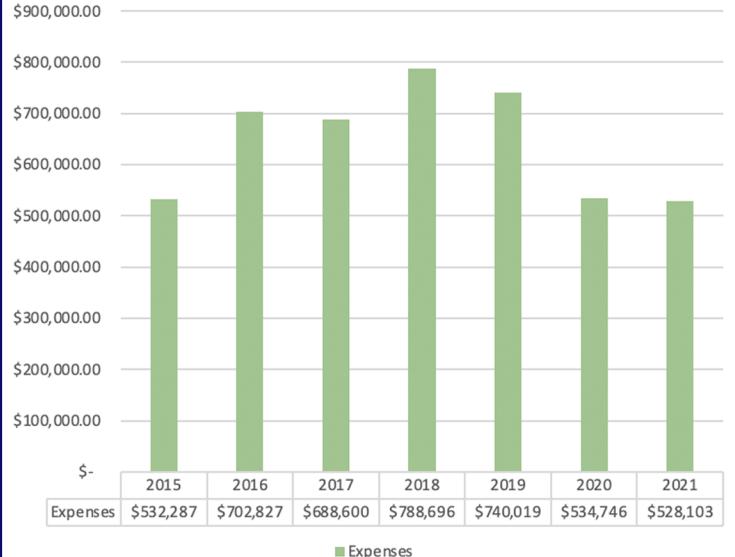


Income and Expenses from 2015 - 2021

Income by Fiscal Year



Expenses by Fiscal Year



154 donors donated **\$15,044** in the inaugural online Battle of the Ashland Stars.





"This was my daughters first theater camp and she absolutely loved it!" - on Summer Camps

"I've been blown away by the positive environment created at Ashland. From the way I was greeted at auditions throughout the process, I can tell that there is as much focus on being good people as being good performers."
- on Shrek

"I was so impressed at how the production came together. Everyone who watched it said it was great!"
- on The Big One-Oh!

"In a time where nothing was right, Ashland was the only normal place for a lot of people."



"Rob's passion for teaching and directing in such a positive manner came through readily and created an environment where I felt I could be vulnerable, which is what I need to grow."
- on Rob Sutherland

"These classes were some of the best classes ever offered by Ashland."
- on Masterclasses

"The tremendous perseverance from staff to continue/complete this play!! They could have just given up, but they didn't! Great lesson for kids to see and experience."
- on Seussical Jr.

"It was soooooooooo much fun."
- on Mamma Mia!

"I loved the kindness of everyone. I feel like everyone made me feel welcomed."
- on Shrek



"Being safely in person to move and sing made all the difference this Winter during the pandemic!"
- on Performance Intensives

"Every theatre company says that they're a family, but with Ashland you really feel it."

"Jack is a blessing to Ashland!!!"
- on Jack Lambert

"My daughter absolutely enjoyed every minute she spent doing this."
- on AIM

"My son loved it. He said he missed camp the day after it ended."
- on Summer Camps

"She absolutely LOVES Mr Jack!"
- on Jack Lambert



2020 - 2021 SUPPORTERS

LIFE CHANGER (\$10,000+)

Michael & Penelope Hucovski
Minnesota State Arts Board (MSAB)

MENTOR (\$3,000 - \$9,999)

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Michael Hull
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Kristine Jenson
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Britt Johnson
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Kenna Johnson
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Jane Keyes
Gail Killeen
Julie King
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