

Board of Directors



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October 11th, 2011

Dear Savoyards:

This year is a crucial one for Savoy. It's what in Hockey would be called a re-building year. Last year, thanks to the hard work of Allison Woyiwada, Stephanie Williams and others, we were just saved from oblivion: not into affluence but alive. With a tight budget we are going to mount a full production this year. However, to continue the Hockey analogy, it's overtime, we've pulled the goalie, and there's 10 seconds left in which to score or it's game over. WE MUST SHOW A SUBSTANTIAL PROFIT THIS YEAR! Succeeding in this will allow us to have a future.

The new Savoy Board has worked hard to not only plan the spring production of The Mikado, but to brainstorm ways to reduce costs and generate more revenue. One of these ways is to encourage all Savoyards to renew their membership each year whether or not they participate in that season's production. To succeed we must all pull together: each doing a little but collectively moving mountains.

There will be compromises: we simply cannot afford some of things we did in the past. For example: --

- Renting Centrepointe at \$40,000 when we can get a good venue for \$12,000.
- Renting expensive costumes;
- Paying a professional 17-piece orchestra.

We plan to change our modus operandi in light of changed financial circumstances. Some of our strategies are:

- Having a smaller, amateur orchestra;
- Shortening the length of the run, but using a venue with increased capacity so as to maximize our profit;
- Having less elaborate costumes and borrowing them if and when we can;
- Printing our own tickets;
- Creating our own electronic ticketing system;
- Asking the membership, cast and non-cast, to be responsible for ticket sales: thus reducing our previously huge publicity costs.

These and other things are not difficult.

I can hear you asking, "What's in it for me?" which, I must say, is a good question. To be honest, the full answer is still in flux; however, I can tell you that we intend to hold a monthly, "members' night", to which all members are invited. Moreover, you will be preserving a thirty-seven year old institution so that your children, and your children's' children, can enjoy light operetta and continue to support the Children's Wish Foundation.

And you will be doing it because you believe in Savoy and Savoy's mission.

Members' night will provide an opportunity to socialize, keep abreast of what's going on with the Society; listen to an interesting speaker talk on a relevant subject, (e.g. voice projection,) and so forth. The first members' meeting is to be on October 28th at Kingsway (Kitchissippi) Church hall and we would very much like to see you there.

In addition to renewing your membership on an annual basis, we are asking you to help us even further by:

- **Making a donation to The Savoy Society of Ottawa;**
- **Selling tickets to the upcoming show – even if you sell 4 or 5 tickets, it would be an enormous help. We are DETERMINED to fill the house!;**
- **Introducing new members; or**
- **Volunteering to serve on a committee (maximum 2 hours per week).**

This year's show is being produced, not on a shoestring, but on a very much reduced, and tighter budget. So much so that our **ticket price is only \$20**. With that price we hope to sell **ALL of the seats available for the show**. All aspects of the production will be under strict financial guidelines: not to imperil quality but always with economy in mind.

We've asked the cast to be responsible for the sale of 50 tickets each and sell 5 advertisements in the program. We also ask that they recruit a new member. **The aim is to sell 2/3rds of our tickets BEFORE CHRISTMAS.**

October 28th will be a largely SOCIAL event. There will be lots of time for meeting old and new friends, an introduction to the cast, a MINIMUM of speeches and an interesting speaker. We'll also try to encourage people to bring along G&S memorabilia (old posters, videos etc.)

Your participation in Savoy this year will make a major difference. If all you do is pay your membership dues and sell some tickets it will be most welcome. If you can donate money or volunteer your services in other ways and give us the benefit of experience that would be wonderful.

Our success, more than at most times in our history, depends on the effort we all make. If we all pitch in we'll make a huge difference and create a formula for future success.

A good friend of mine is from Drayton, Ontario. About 25 years ago they began a musical society in an old church. Their first show was "The Mikado" and their audience that year was less than 700. Today they own 4 theatres, hold the third largest theatre festival in Canada after Stratford and Niagara-on-the-Lake and have a yearly audience of 250,000.

So come along to the membership night. Bring a friend or two who you think might be interested in becoming a member. Meet the Board. Meet the cast. Pick up your membership card. Above all, HAVE FUN.

On behalf of the Board

John

**Open House is at Kitchissippi (Kingsway)
Friday, October 28th
7:30pm**