

*You put the*

**ARTS**

*within*

**REACH**



Joshua M. Freeman  
**FOUNDATION**

ANNUAL REPORT 2011



  
Joshua M. Freeman  
FOUNDATION

## *Our Core Purpose*

Creating opportunities to elevate the human spirit.

## *Our Mission*

Partnering to present memorable performances & provide inspired arts education for all.

## *Our Vision*

A vital source of exceptional cultural experiences.



## PRESIDENT'S MESSAGE

The image that you see at your left speaks volumes about what we accomplished in 2011 at The Freeman Stage at Bayside. I say *we* because the Joshua M. Freeman Foundation could not accomplish what we did without the outside support that we had from our partners.

Who were these partners? Loyal sponsors who believe in our cause year after year. Volunteers who arrived 2 hours early on a hot summer day. Vendors who bent over backwards to accommodate our great needs and limited budgets. A community who allows us to present over 50 different events each summer in their backyards. Patrons who supported the value of the arts by purchasing tickets. The child who put a dollar

in our donation can when he bought an ice cream. The list could go on and on, and each was as important as the other. With that support, we invested over a million dollars in 2011 so that everyone, including those who otherwise would not, could enjoy quality arts experiences, and for many it was their first time.

In 2011, we hosted over 25,000 patrons - which included over 6,500 outreach guests - at The Freeman Stage. Putting the arts within reach to everyone - literally in the case of this photo of young fans reaching out to a performer - is what we are all about. To all of our partners: Thank You for helping to make the 2011 season one to remember! Those kids certainly won't forget it.

## BOARD OF DIRECTORS

Michelle Freeman • Stephen Huttler  
Christine Shreve • Sara Chase Carlson  
*Patti Grimes, Executive Director*





*You help to*

# ELEVATE

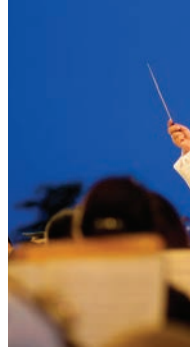
*the human*

# SPIRIT

If you have been to The Freeman Stage at Bayside before, you may have noticed some special guests in the crowd from time-to-time. It could be a group from the local senior center, or a bus full of children from the local Boys & Girls Club. As part of our mission to provide “inspired arts education for all,” we invite these local groups to our venue to experience the arts in a way that they may have never been able to do before.

Our mission isn't specific only to those special community outreach groups. As our core purpose states, we strive to create opportunities “to elevate the human spirit” and we hope that happens with any patron who comes through our gates. Without the widespread community support that we have received, these smiles would not be possible.

*Children from West Side New Beginnings, along with other Freeman Stage patrons, dance with each other during a performance of the Kulu Mele African Dance & Drum Ensemble.*

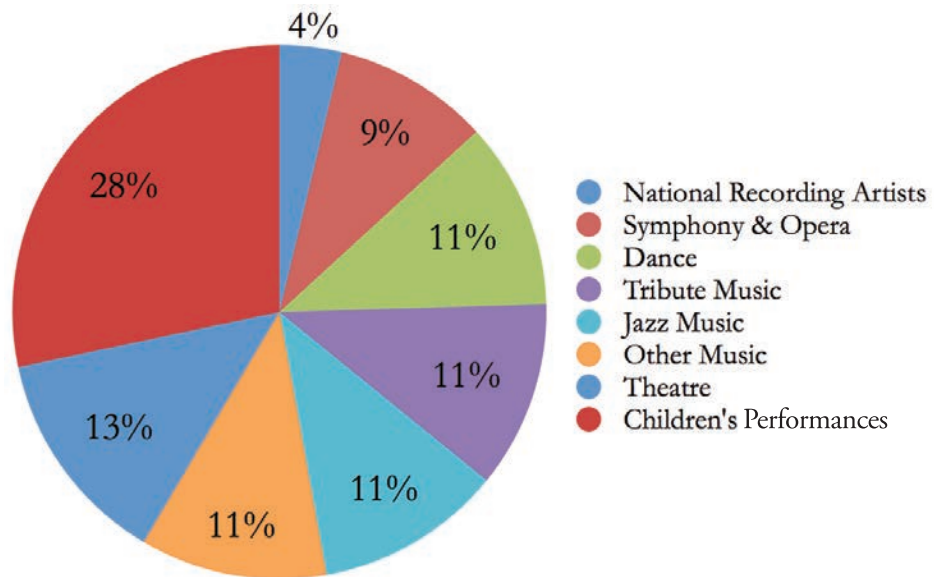




*Variety is the*  
**SPICE**  
*of*  
**LIFE**

Though our season is short in length, the diversity in the programming at The Freeman Stage at Bayside is in wide abundance. Dance. Theatre. Live Music. Children's Shows. We want our patrons to have familiar choices, while also sparking interest in new ones.

2011 Performances by Genre



*The diversity of programming at The Freeman Stage at Bayside is a major attraction for our patrons. From Shakespeare to symphonies under the stars, we hope to offer something to everyone.*







Go  
BIG  
or go  
HOME

In 2011, two significant concert experiences helped to put The Freeman Stage on the map as a premier performing arts venue, both in the minds of our patrons, and in the minds of the music industry.

LeAnn Rimes visited us on June 25th, and gave our audience a performance to remember. Not only did they enjoy her show...LeAnn loved her time in Sussex County. She loved the area's beauty, food, and people. "We'll come back anytime!" her tour manager told us. The B-52s turned The Freeman Stage into their *Love Shack* on August 9th. Many of the 2,000 fans who turned out for this concert dressed the part for an unforgettable night under the stars...with some stars.

In today's challenging economy, it takes quality *entertainment* to pay for quality *art*. In essence, the *B-52s* pays for *Bach*. These national recording acts brought a tremendous amount of exposure to The Freeman Stage, both in the press and to new patrons.

*Upper left: A shutterbug herself, LeAnn Rimes snaps a photo of our photographer prior to her June 25th show. Lower left: The B-52s performed such hits as "Love Shack", "Rock Lobster, & "Private Idaho" to a sold out crowd. Left: One of the "Bees" biggest fans.*

...they sounded so good. People dancing and singing along to all the great Beatles songs. This was the best show this year. What a great gift we have here in the Freeman Stage. Thank you!!!!!!!!!!!!!!!!!!!!

*Facebook Fan*

**You were great...now you're even better.**

*Linda from Lewes*

**Too bad you don't have a category for super-excellent! I can't say enough positive things about FS@B!**

*Survey Comment*

**The quality of life has improved 120% since The Freeman Stage at Bayside came into our community.**

*Huey from Fenwick Island*

The Freeman Stage offers the best entertainment in the area...you get it all in one package...a wonderful variety of entertainment, delicious food, a beautiful setting, lovely staff and volunteers, something for the whole family.

*Survey Comment*

**Just want to say Bravo... the concert tonight was just what the Freeman Stage is all about... What you give us here is unbelievable... Thank you**  
*Jessica from Berlin*

**It was wonderful! It was the first time to the Freeman stage. We will be returning. It is so welcoming from the parking attendants, to the food, to the show that was presented. We felt so welcomed. Thank you for the wonderful entertainment and kindness.”**

*Janice & Howie*

Great Job, my wife and I live in the Oak-Orchard area and we love coming there with our children and the concerts we have attended!

*Survey Comment*

It was a delightful evening all around and a wonderful change of pace, as we had just been to Baltimore a few days earlier for U2. I have been telling all my friends it was kind of like the old MTV's Unplugged where afterwards you truly feel like you know the artist. We are looking forward to future shows indeed.

*Steve from Ocean City*

THE FREEMAN STAGE  
*at Bayside*



Joshua M. Freeman  
FOUNDATION

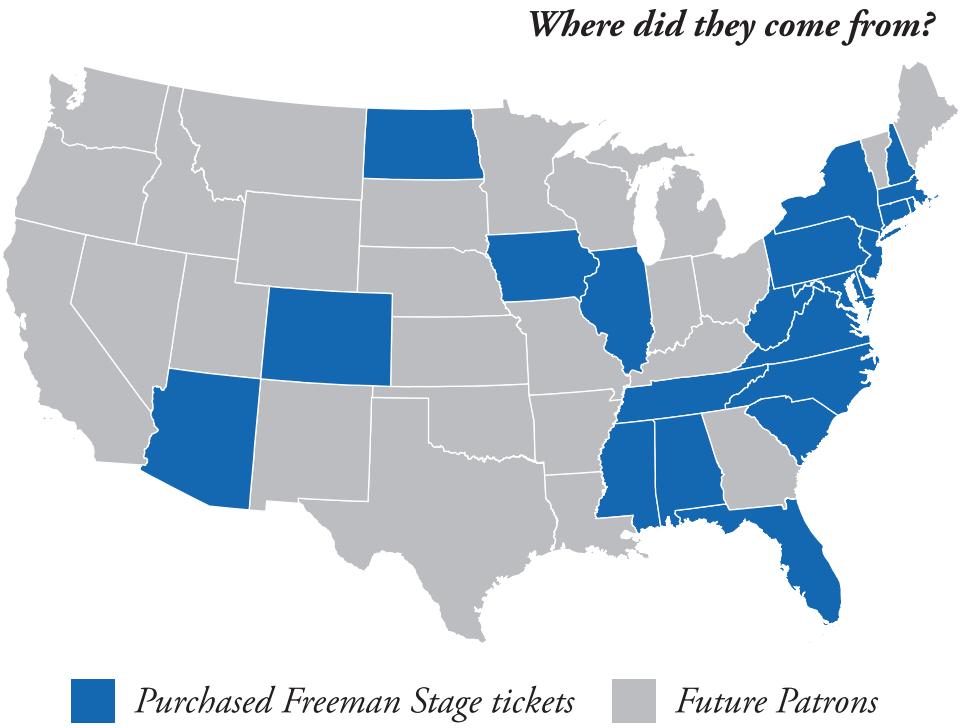
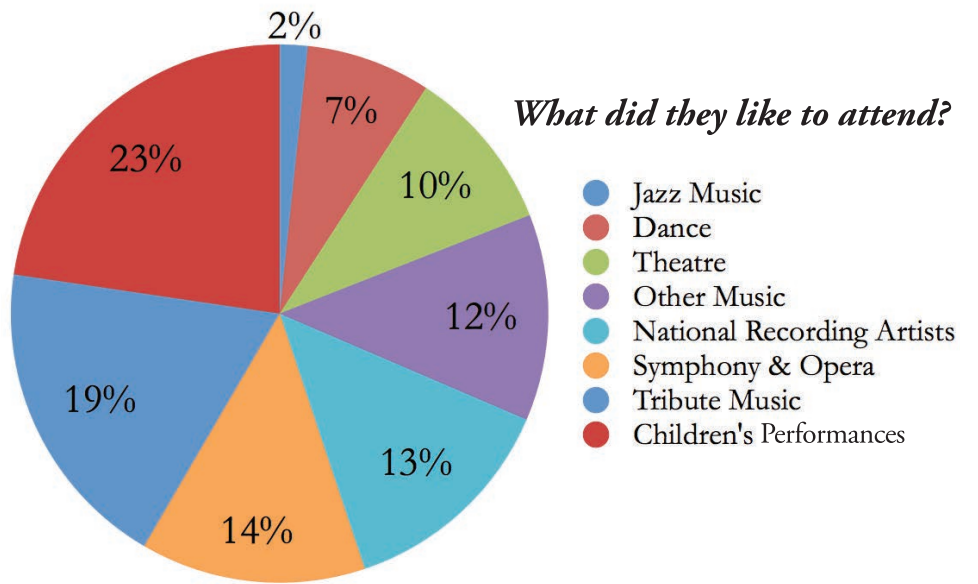
FREEMAN SIG





# 2011 AT A GLANCE

**53** ..... Total number of performances  
**\$11,700** ..... Average performance cost  
**458** ..... Total number of performers on stage  
**746** ..... Total number of soft pretzels sold  
**13,095** ..... Total number of tickets sold  
**6,512** ..... Total number of outreach guests  
**73** ..... Total number of sponsors  
**5** ..... Total number of full time staff  
**25,314** ..... Total number of Freeman Stage patrons





STEPHANIE

PATTI

FREEMAN STAGE  
Be a part of the Arts  
The Freeman Stage  
at the Freeman Stage  
The Freeman Stage  
The Freeman Stage



*Donating your*

**TIME**

*and*

**SMILES**

The success of The Freeman Stage at Bayside can be directly tied to our growing team of volunteers. In 2011, we had more volunteers than ever...and we needed them. Over 25,000 patrons visited our venue in 2011, and chances are that the first face they saw was one of a volunteer. From the parking attendants, to our greeters at the front gate, this army of smiles and helping hands was as instrumental in providing an exceptional arts experience as the performers were.

Without the generous support and dedication of our many volunteers, we simply could not operate The Freeman Stage as it is today. We cannot thank these people enough for their belief in the mission of our organization. To all of our volunteers, "Thank You!"

*Our girls at the gate! Stephanie, Patti, and Patty are some of the usual warm and inviting faces that will greet you when you step into The Freeman Stage at Bayside.*







*Your*  
**SUPPORT**  
*off*  
**STAGE**

Though we cover some of our operating costs through ticket sales, concession sales, donations, and sponsorships, we still are faced with a substantial financial void to fill each season. Through the generosity of the Carl M. Freeman Foundation, we have received over \$3 million dollars in grants since our founding in 2007, including grants totaling \$780,000 during 2011. However, we must expand our broad-based community support to sustain our programs and thrive on a long term basis. As a way to offset these costs, we hold a series of special fundraising events throughout the summer. Not only do these events help us with our bottom line...they also ensure that our generous guests have some fun along the way!

New for 2011, the White Party - a theme for the appreciation of the summer season, where the decorations, food, and attire are typically white in color - was a huge success. In September, we held the annual Joshua M. Freeman Foundation Golf Tournament - a day that was one of Josh's favorite days of the year - and we followed it with the exciting Arts by the Sea party.

Great events for a great cause!

*Upper left: Guests mingle during the White Party, held July 9th.  
Lower left: Local artist John Donato chats with sponsors Dr. Ed Dougherty and wife Iona at the Arts by the Sea party. Left: Nick Freeman makes contact during the annual JMFF Golf Tournament.*

# 2011 CONTRIBUTORS

Albert C. Simmonds IV  
Alexandra Meadows  
Alexei & Judy Zuk  
ALIAS Technology LLC / Institute for Linguistic Evidence  
All States Construction Co. Inc.  
Alvarez & Marsal Tax Advisory Services  
Andrea & John Barnold  
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Kathleen Wright

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Michelle Freeman  
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Neil Maurer  
Network for Good  
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Stuart & Rosemarie T. Dempsey  
Susan & Ben Myerov  
Susan Kline & Nicholas G. Massey  
Sussex County Council  
Thomas & Joanna Lyckberg  
Thomas Distefano  
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# 2011 METRICS

## Joshua M. Freeman Foundation Financial Highlights

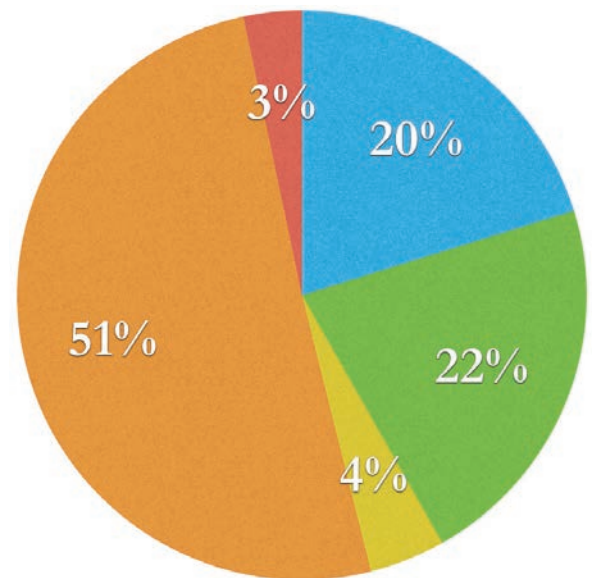
*Unaudited*

### Key Sources of Revenue & Support

Ticket & Concession Sales Proceeds	\$	311,381
Fundraising & Sponsorships including In-kind Donations	\$	332,515
Contributions	\$	65,926
Legacy Grant - Carl M. Freeman Foundation	\$	780,000
Other Grants - Local, State, Regional	\$	50,242

### Key Sources of Revenue & Support

- Ticket & Concession Sales Proceeds
- Fundraising & Sponsorships including In-Kind Donations
- Contributions
- Legacy Grant - Carl M. Freeman Foundation
- Other Grants - Local, State, Regional

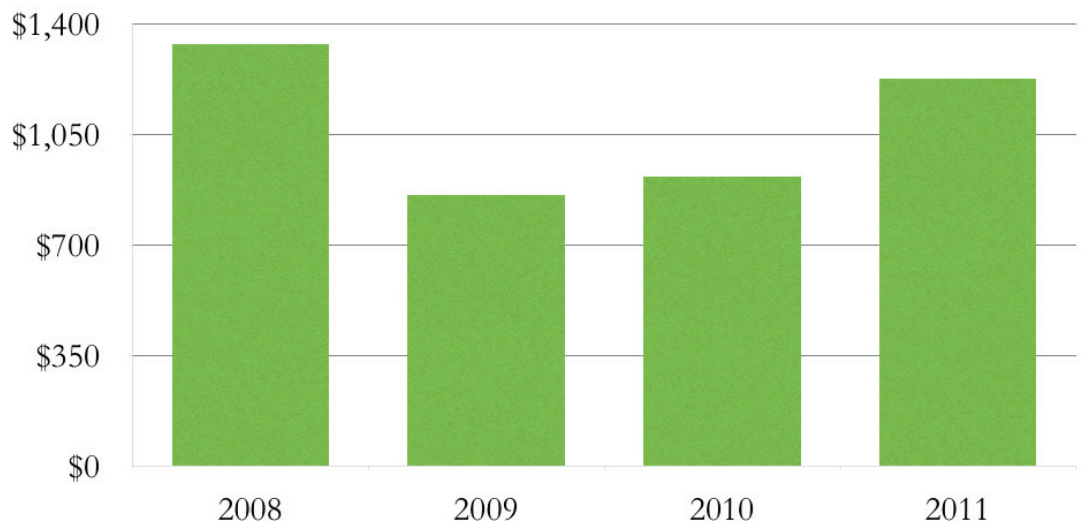


*The Joshua M. Freeman Foundation is recognized by the IRS as a 501(c)(3) public charity.*

## Principal Expenses

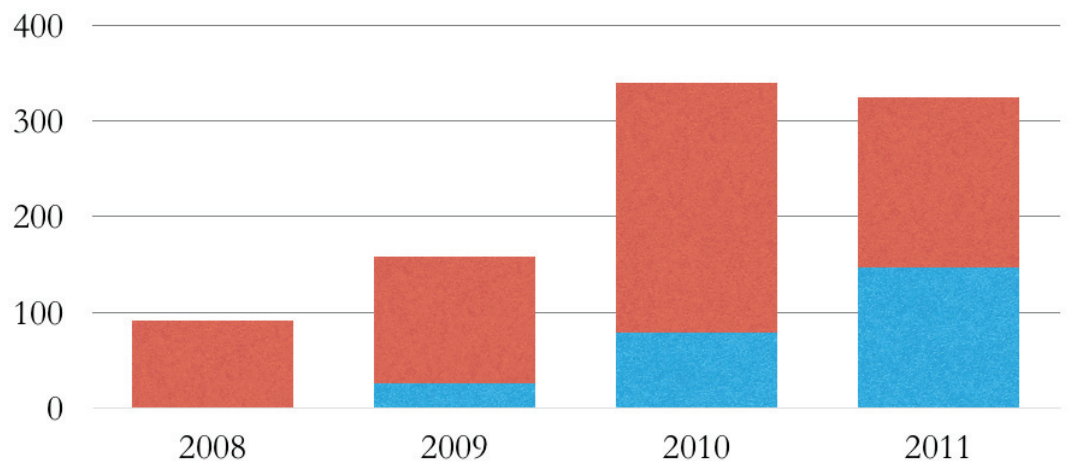
Performances & Related Expenses	\$	1,047,194
Fundraising Expenses	\$	260,730
Management & General Expense	\$	155,890
Ticket & Concession Expenses	\$	41,380

Estimated  
Average Contribution



Number of  
Contributors

■ *Repeat Contributors*  
■ *New Contributors*





## 5 YEARS AT THE FREEMAN STAGE: A LOOK AHEAD TO 2012

The Freeman Stage at Bayside has grown so much since that first season in 2008. We had the Stage, an open green, a few flags blowing in the wind - and not much else. We did, however, have an eager and supportive audience. That support has carried us forward in leaps and bounds to where we are today. As an arts organization, we are still in our infancy, but our programming and operations have quickly matured.

For 2012, our 5th anniversary season, we hope to take the quality and excitement up another notch from previous years. Five special concert events will anchor our season, which again has over 50 events throughout the summer! Our full time staff is bigger - and so are the expectations.

The 2012 season promises to be extraordinary, and we hope to again have the support of our partners to continue this great tradition. Make a donation. Buy a ticket. Volunteer your time. Be a Part of the Arts.







Joshua M. Freeman  
**FOUNDATION**

36097 Sand Cove Road  
Selbyville, DE 19975  
[www.freemanstage.org](http://www.freemanstage.org)  
[www.freemanfoundation.org](http://www.freemanfoundation.org)