

**MOONLIGHT**  
CULTURAL FOUNDATION

# 2023 ANNUAL REPORT

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## MISSION

The Moonlight Cultural Foundation’s (MCF) mission is to build and engage community through transformative arts experiences by providing philanthropic support to Moonlight Stage Productions and Moonlight Youth Theatre. MCF is dedicated to ensuring that all San Diegans have access to theatre arts experiences including professional productions and art education.

## WHO WE SERVE

Established as The Vista Foundation in 1974, MCF has provided many years of philanthropic support for Moonlight Stage Productions (MSP) and Moonlight Youth Theatre (MYT). Both programs utilize the Moonlight Amphitheatre, an outdoor theater with a total capacity of 2,000. For 40 years, the Amphitheatre has been the site of critically acclaimed regional theatre produced by MSP in Vista, CA. Its lawns overlook lush Brengle Terrace Park, making the Amphitheatre an ideal setting for live entertainment and a beloved monument for the residents of San Diego and surrounding counties, serving approximately 100,000 community members of all ages annually. MYT has provided high-quality performing arts education for youth ages 5-18 for over 25 years (serving 5,000 students in the past 5 years alone) through its classes, summer camps, productions, and Internship Program.



*“As a lifelong North County resident, I fondly look back at my experiences seeing productions at Moonlight Amphitheatre during my childhood and then being able to share those experiences with my own children. Moonlight is such an incredible gem in North County! I had the pleasure of meeting the Amphitheatre’s leadership team to learn about their upcoming productions and their efforts to enhance the overall visitor experience. I am grateful for their work to make the Amphitheatre accessible for all our residents.”*

– Senator Catherine Blakespear

## BOARD OF DIRECTORS

- |  |                       |                        |
|--|-----------------------|------------------------|
| <b>Carrie Foster</b> , <i>President</i>    | <b>Bill Birnie</b>    | <b>Laura McDonald</b>  |
| <b>Jeff Pashby</b> , <i>Vice President</i> | <b>Nancy Chen</b>     | <b>Wes McDonough</b>   |
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|  | <b>John-Paul Nava</b> | <b>Shawn Peddycord</b> |

## STAFF

- |  |   |   |   |   |
|--|---|---|---|---|
|  |  |  |  |  |
| <b>Jennifer Bradford</b><br><i>Executive Director</i>                              | <b>Emma Nossal</b><br><i>Development &amp; Education Manager</i>                    | <b>Jena Ralls</b><br><i>Development Manager</i>                                     | <b>Allison Tester</b><br><i>Marketing &amp; Communications Manager</i>                | <b>Melissa Bonilla</b><br><i>Administrative Coordinator</i>                           |

\*Amount raised in 2023 is as of November 1, 2023.



Dear Friends,

As we wrap up 2023, we look back on the year with pride and gratitude. Moonlight Cultural Foundation has had the great privilege to support the cultural arts programming of Moonlight Stage Productions (MSP), as well as arts education through Moonlight Youth Theatre (MYT). MSP and MYT have continued to grow, with more shows, more concerts, more classes, and more community outreach than ever before. Serving over 120,000 patrons and 1,100 students this year, we have seen firsthand the positive impact that The Moonlight is having in our community.

2023 has been an exciting period where we have been able to see some large projects and long-term goals come to fruition. The Foundation was able to purchase an LED Video Wall for the Moonlight Amphitheatre that will not only decrease future set rental expenses but will allow MSP to increase the caliber of productions and concerts with state-of-the-art technology perfect for an outdoor venue. The new video wall will be installed just in time for MSP's holiday extravaganza, *Jingle Terrace LIVE!* this December.

Another huge milestone this year has been the Foundation's recent purchase of property on Civic Center Drive that will serve as The Moonlight's studio space. Hosting both MSP and MYT's rehearsals, as well as offering additional training opportunities in dance, voice, acting, and more, the new studio will enable us to significantly expand our education program and serve as a training hub for our novice youth and professional adult artists.

The Foundation is profoundly grateful to those who financially support The Moonlight, whether as an individual donor, corporate sponsor, or granting organization. The generosity of these partners helps us ensure that the Moonlight experience is accessible to our community while also maintaining the quality and professionalism that is the hallmark of the Moonlight brand. We could not meet our annual goals without this philanthropic support, so all of us here at The Moonlight share in this year's successes with each of you! Cheers!

With sincere thanks,

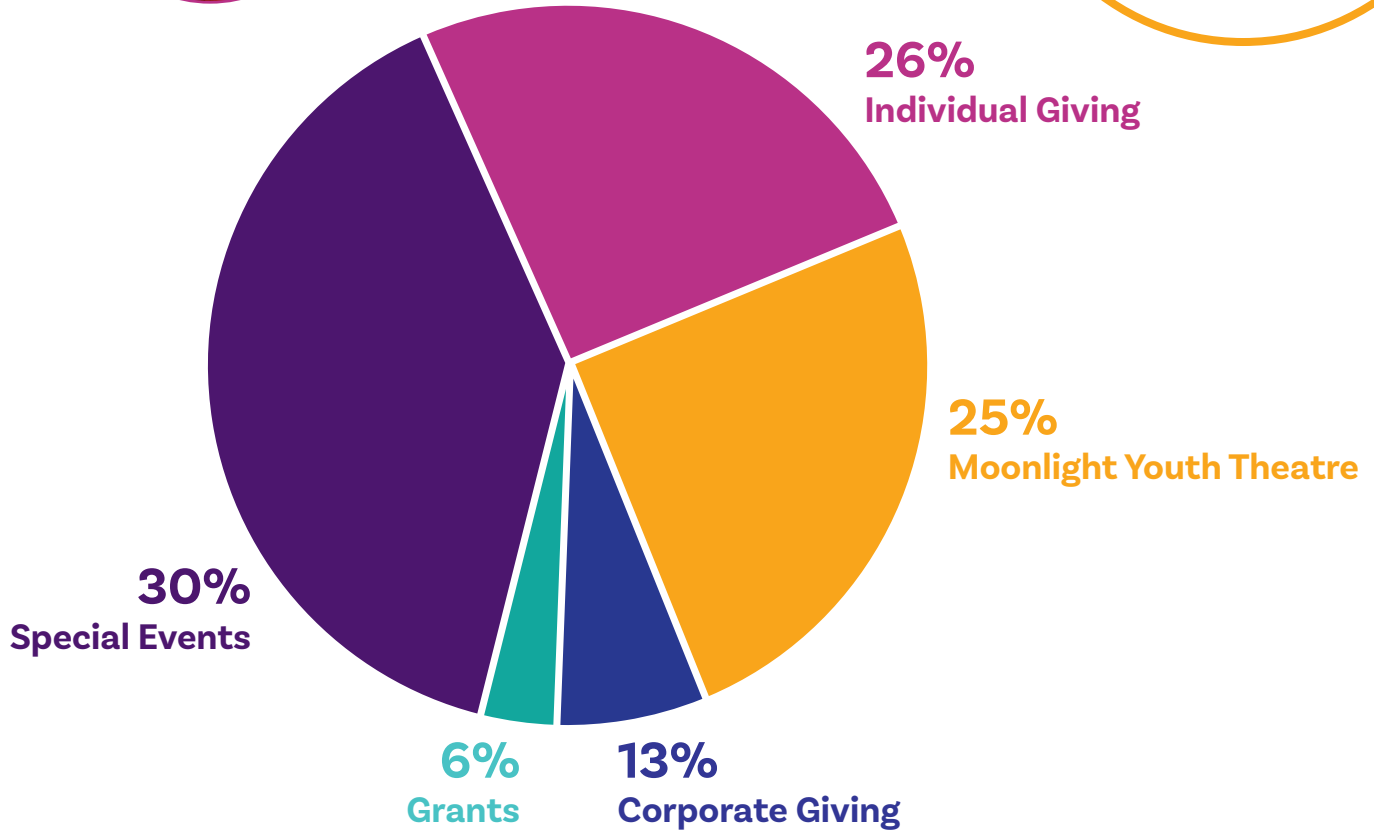
A handwritten signature in black ink that reads "Jennifer Bradford". The signature is fluid and cursive.

**Jennifer Bradford**, Executive Director  
Moonlight Cultural Foundation

# FINANCIAL OVERVIEW



Total Amount Raised: **Over \$1.9 million\***



\*Amount raised in 2023 is as of November 1, 2023.

## 2023 FUNDRAISERS



**Moonlight's 2023 Disco Ball Fundraising Gala**

**241 Guests**



**Yächtley Crëw**

**2,089 Concert Goers**



**One Night in Memphis**

**1,199 Concert Goers**

**115**  
Nights of  
Entertainment



**121,300**  
Patrons in  
Attendance



**46**  
Front of House  
Staff Hired

**70**  
Crew  
Members  
Hired



"The Moonlight family is like coming home. It's a comfort meal; it's mac & cheese, it's potatoes and gravy. You always feel welcome and it's the best community. That's why I always love coming to The Moonlight!"  
– Patricia Jewel (Kala, Tarzan)

## MOONLIGHT SUMMER SEASON 2023

- **76,432** Total Summer Season attendance
- **170** Number of Summer Season performers hired
- **60** Number of Summer Season Production Team Members & Designers hired
- **60** Number of Summer Season Musicians hired
- **JESUS CHRIST SUPERSTAR** became Moonlight's 16<sup>th</sup> highest grossing show in ML history (127 productions)
- **THE WEDDING SINGER** became Moonlight's 18<sup>th</sup> highest grossing show in ML history (127 productions)
- **DISNEY'S TARZAN** became Moonlight's 3<sup>rd</sup> highest grossing show in ML history (127 productions)
- **42<sup>nd</sup> STREET** became Moonlight's 13<sup>th</sup> highest grossing show in ML history (127 productions)
- **SATURDAY NIGHT FEVER** became Moonlight's 4<sup>th</sup> highest grossing show in ML history (127 productions)

## PRESS

"But Moonlight Stage Productions surprises with director Steven Glaudini's brisk and smartly imagined production that honors the show's roots while embracing new staging technology to give the musical a modern look and appeal."

– San Diego Union Tribune (*Jesus Christ Superstar*)

"The musical weaves a vibrant tapestry of emotions through unforgettable songs composed by Phil Collins, adding depth to the characters and evoking a powerful sense of adventure and wonder. With stunning set designs, mesmerizing choreography, and acrobatic aerial performances, the audience is transported to the heart of the jungle, witnessing Tarzan's extraordinary journey of self-discovery."

– Splash Magazine (*Tarzan*)

"The cast is uniformly excellent, as are the orchestra and chorus ably led by Dr. Randi Rudolph. And the sets are terrific, often of the two-level variety well handled by the stagehands, who also deserve applause here."

– San Diego Story (*42<sup>nd</sup> Street*)

## MOONLIGHT CONCERT SERIES 2023

- **12** Number of concerts
- **4** Number of concert sellouts
- **16,474** Concert attendance





**454** Total Instructional Hours



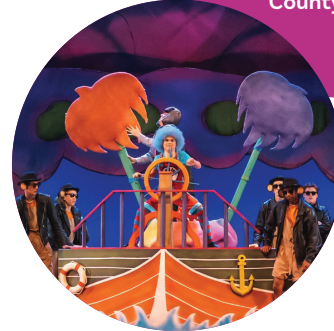
**1,091** Total Students Served



**66** Total Artists Hired



**56** Total Student Interns



*"Working at MYT is one of the most valuable things in my life right now. It gives such a strong sense of community, while also teaching such valuable lessons and I'm really glad to have this opportunity to work with MYT."*

~ Elizabeth Tiernan (14),  
Costuming, Hair & Makeup Intern,  
Seussical the Musical (from North  
County Daily Star)

## PRODUCTIONS



### YOU'RE A GOOD MAN, CHARLIE BROWN

- Instructional Hours: **77** rehearsal hours, **6** performances at the AVO Playhouse
- **(1)** School Show for County schools at a discounted ticket rate (\$5 per person)
- **(1)** Understudy Performance
- **11** Cast Members, **18** Interns



### WILLY WONKA JR.

- Instructional Hours: **96** rehearsal hours, **6** performances at the AVO Playhouse
- **(1)** School Show for County schools at a discounted ticket rate (\$5 per person)
- **(1)** Sensory Friendly Performance which: offered open seating; provided fidget toys and the ability for patrons to get up and move around as needed; had the house lights at half for the whole performance; and eliminated triggering lighting cues and sound cues.
- **42** Cast Members, **17** Interns



### THE LIGHTNING THIEF

- Instructional Hours: **76** rehearsal hours, **4** performances at the AVO Playhouse
- **20** Cast Members, **6** Interns



### SEUSSICAL

- Instructional Hours: **109** rehearsal hours, **6** performances at Moonlight Amphitheatre
- **58** Cast Members, **15** Interns
- Number of tickets sold: **4,995**

## MUSICAL THEATRE RESIDENCY AT CHRISTA MCAULIFFE ELEMENTARY SCHOOL

- **104** Students, ages 6 - 11
- **24** total hours of instruction (2 hrs per week for 12 weeks)
- **120** audience members for final performances
- **74%** expressed increased interest in the arts
- **82%** felt an increase in self-esteem
- **87%** of parents said they are likely to recommend the program

*"Thank you! All the employees were so wonderful, friendly, and supportive. They looked like they really loved their job..."*

*"Thank you for making musical theater education so accessible!"*

## 2023 MYT SUMMER CAMP

- **4** weeks of Camp (1 week program), 9am - 3pm
- **580** Campers
- **25** Teaching Artists
- **30%** of campers were new to theatre.
- **78%** of parents noticed marked improvements in their child's confidence.
- **56%** noticed improvements in communication skills.
- **100%** of parents are likely to recommend MYT's educational programming.



*"My daughter and her friends all said that this was the best camp they've ever been to. I knew my daughter would enjoy this camp, but I was completely blown away with how much she truly loved it. During that week, her self-esteem and confidence was higher than I'd ever seen...I am so incredibly appreciative of everyone who was involved."*



## CLASSES/WORKSHOPS

- Children's Audition Workshop
- Singing is a Sport
- Broadway Master Class with Morgan Marcell
- Seussical Audition Prep
- 42<sup>nd</sup> Street Master Class
- Improv Master Class with Rob Marnell

## NEW! THE MOONLIGHT STUDIOS

825 Civic Center Drive, Vista, California

*"Moonlight Youth Theatre is incredibly excited for the growth opportunities afforded to the organization through the purchase of our new studio. With this dedicated space, MYT can provide more accessible arts education opportunities to our community's students than ever before, expanding our programming to provide a truly all-encompassing training ground for these young artists. Whether onstage or behind the scenes, MYT aims to foster a safe and welcoming space where students can follow their passions and learn valuable skills that can be applied to their futures in the performing arts industry and beyond."*

~ Emma Nossal, Development & Education Manager



## 2022 JINGLE TERRACE LIVE!



8 nights of FREE holiday programming and 2 holiday concerts for community members

Light shows, bubble snow, LIVE reindeer, free crafts, letters to Santa and Santa himself!



Over 8,000 guests

Over 20 Local Artisans featured at the Maker's Market each Thursday night



## NORTH COUNTY FOOD BANK



- (2022) **1,474** lbs of food and **\$705** in donations for North County Food Bank (enough to provide **1,410** meals)
- Since 2020: nearly **\$50,000** and **26,000** lbs of food

## LOOKING AHEAD... JINGLE TERRACE 2023

In 2023 we are adding an additional week of holiday programming from December 8<sup>th</sup> - 23<sup>rd</sup>. We will once again be supporting North County Food Bank, and allowing completely FREE entry for the community!

*"With support from the Moonlight Cultural Foundation's Jingle Terrace Experience, the Food Bank has been able to continue to be the link to basic needs for seniors, working-poor families with children, K-16 students, the homeless, and nearly 39,000 active-duty military, their families, and veterans. With the help of roughly 550 nonprofit partners, including emergency shelters, food pantries, soup kitchens, mobile pantries, faith-based organizations and schools, we currently provide nutritious food, hope, and assistance to 400,000 San Diego residents. We are proud of our partnership with the Moonlight Cultural Foundation and look forward to another successful Jingle Terrace Experience."*

~ Casey Castillo, CEO, San Diego Food Bank

## JINGLE TERRACE LIVE! 2023 IS SUPPORTED BY





# 2023 SEASON SUPPORTERS

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Nordson Foundation  
Robert Glenn Rapp Foundation  
Vista Education Foundation  
The Woman's Club of Vista GFWC

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(\$25,000)

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The Ertel/Hemenez Family

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Larry White  
& James Gabrielson  
Gregg Yonekura

## Memorial/Honorarium Donations

*In Memory of Shirley Harvey*  
Kathy Brombacher  
Catherine A. Brown  
Carolyn R. Dall  
Bill & Nancy Harvey  
Shirley & Howard Hawkins  
Jolene & Ken Johnson  
Curt & Carol Jungerheld  
Linda Kononchuk  
Wanda & Al Prosser  
Jackie Richenback  
Kathy & Clay Sylvester  
Martha Ullrich  
*In Memory of Nils Anderson*  
*In Memory of Johnny Bisom*  
*In Memory of Jim Chovick*  
*In Memory of Sandra Ellis-Troy*  
*In Memory of Matthew Naegeli*  
*In Memory of Angel Debbie Olivier*  
*In Memory of Don Ward*  
Ralph Johnson  
*In Memory of Pat Lee*  
Triple M

In Honor Of  
*In Honor of Dave Cowles*  
Patrick & Jennifer Johnson  
*In Honor of Kathy Brombacher*  
*In Honor of Stan Cohen*  
Ralph Johnson

## 2023 Disco Ball Fundraising Gala Sponsors

**Platinum Sponsors \$15,000**  
Janice Ephron & Bob Beard

**Bronze Sponsors \$2,500**  
Stanley D. Cohen  
Coleman Advanced Dentistry  
EDCO Waste & Recycling Services  
Kathy Naylor - Change & Leadership Solutions  
The Lund Team

## Table Sponsors & Gala Underwriters

Bill & Linda Birnie  
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Dr. Dave Cowles  
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Jeff Pashby  
Gary & Cheryl Thibodo

## Paddle Raise Donors (\$2,500+)

Anonymous  
Jennifer & Chris Ayers  
Stan Cohen  
Lee Covell  
June & Toby Dunn

SPECIAL THANKS  
Nicole Jasso,  
Graphic Designer



## MOONLIGHT YOUTH THEATRE SUPPORTERS

A&O Reed  
Jennifer & Chris Ayers  
Belching Beaver Tavern & Grill  
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Freddie's Place Animal Hospital  
Dale & Rita Geldert

Laura McDonald  
Wes & Robin McDonough  
Peddycord Law  
Vista Education Foundation  
Wise Family Foundation

## MOONLIGHT YOUTH THEATRE AUXILIARY

Joy Deubig, *Chair*  
Rob Pizzurro, *Vice Chair*  
Bonnie Noble, *Secretary*  
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Ksenia Palke  
Kristen Whiteside  
Lauren Prieto, *Junior Member*  
Elizabeth Tiernan, *Junior Member*

\*Donors as of November 1, 2023

# BECOME A MOONLIGHT MEMBER

Dear Friends,

How can it be that 2023 is coming to a close? It seems like just a short time ago that we kicked off Season 42 and welcomed you in to experience six quaint and cozy cabarets, five epic summer season musicals, nine fantastic nights of rock and roll concerts, and four sweet and spunky youth theatre productions. Talk about a year-round program! It has truly been non-stop entertainment and we have enjoyed every minute spent with each of you.

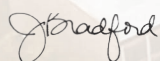
The Moonlight team considers it such a privilege to be able to imagine and create art to share. The beauty is that art can reach across boundaries that often divide us and is an experience that we can share together, allowing us to shut out the chaos, clutter, and noise of daily life. We hope that something you saw or heard this season was moving to you and an experience you were able to share with someone you love.

2023 has also been an exciting time for us as some large projects and long-term goals have come to fruition; Moonlight Cultural Foundation is thrilled to announce that we recently purchased property that will serve as The Moonlight's studio space. Rehearsal space for Moonlight Stage Productions and Moonlight Youth Theatre has continued to be one of the organization's greatest needs. This new property will not only meet that need but will allow for the expansion of arts education opportunities with classes and workshops for our students, as well as professional development opportunities for adult performers.

However, these successes do not mean we are immune to challenges. Rising costs for supplies, minimum wage increases and changes to California employment laws have significantly increased the cost of production. Post-pandemic industry standards for the safety of our actors and technicians have added protocols and personnel that require additional funding. Even the great news of the studio purchase is met with the reality of needing to fundraise for the renovations needed to make the space useable.

The support of donors and subscribers like you allows us to cover these expenses while maintaining the production quality and affordable ticket prices that The Moonlight is known for. If you are currently a donor to the Moonlight Cultural Foundation, we thank you. Please know we could not accomplish this meaningful work without you. We hope you will renew your annual contribution or even consider bumping up to the next membership level this year. We offer special donor perks and events that bring you even closer to the Moonlight magic (including backstage parking)! If you have not previously made a donation, we hope that you will consider doing so now. If The Moonlight has made an impact on your life in some way and you want to contribute to its legacy, please consider a year-end donation to help us meet our goals for this year and beyond.

Cheers to 2023...we can't wait for what comes next!



**Jennifer Bradford**  
Executive Director  
Moonlight Cultural Foundation



**Steven Glaudini**  
Producing Artistic Director  
Moonlight Stage Productions

## MOONLIGHT MEMBERSHIP

Become a member at The Moonlight! Your gift funds actor & orchestra subsidies, youth education, technical upgrades and other production expenses. Benefits include complimentary tickets, VIP parking and exclusive behind-the-scenes experiences!

**TOPAZ**  
(\$100 - \$249)

**EMERALD**  
(\$250 - \$499)

**SAPPHIRE**  
(\$500 - \$1,499)

**RUBY**  
(\$1,500 - \$1,999)

**RUBY PLUS**  
(\$2,000 - \$2,499)

**DIAMOND**  
(\$2,500 - \$4,999)

**PEARL**  
(\$5,000 - \$9,999)

**GOLD**  
(\$10,000 - \$24,999)

**PLATINUM**  
(\$25,000+)

**LEGACY CIRCLE (\$25,000+)**

Corporate Sponsorships, monthly & quarterly giving opportunities are available.  
Visit [www.moonlightstage.com/our-foundation/membership](http://www.moonlightstage.com/our-foundation/membership) for a full list of Membership Benefits.

*Moonlight Cultural Foundation is a 501 (c)(3) non-profit*



**MOONLIGHT**  
CULTURAL FOUNDATION

760.630.7650

P.O. Box 2497, Vista, CA 92085

[www.moonlightstage.com](http://www.moonlightstage.com)