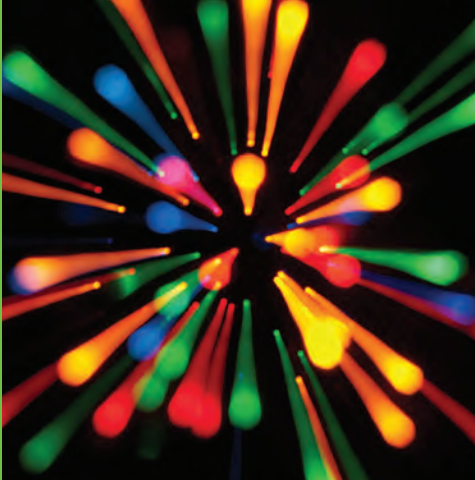
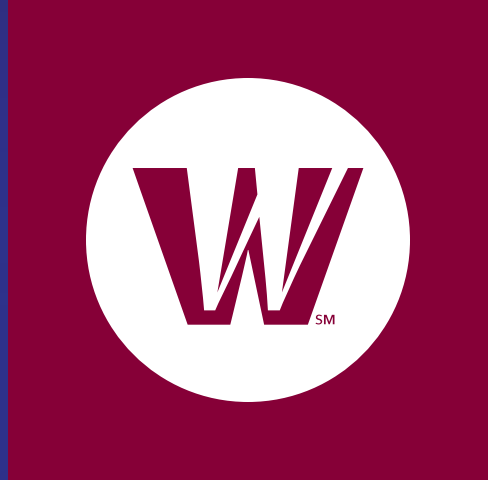


Flint
Cultural Center
Corporation



2012-2013
Annual
Report

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OUR MISSION

To foster cultural activity and community vitality through history, science and the arts.

OUR VISION

The Flint Cultural Center Corporation will position the Flint Cultural Center as the premier regional destination, educational resource, and entertainment venue for history, science and the arts.

CORPORATION GOVERNANCE AND OPERATION

The FCCC is responsible for all aspects of governance and operation of Robert T. Longway Planetarium, Alfred P. Sloan Museum, and James H. Whiting Auditorium. The FCCC also maintains a central administrative staff to provide additional leadership, support services, and other resources.

CAMPUS-WIDE AND COMMUNITY ENDEAVORS

The FCCC works closely and collaboratively, through its member organizations and central administrative staff, with other Cultural Center campus institutions, community groups, public agencies, and regional institutions to jointly develop and coordinate programs, activities, and special initiatives that help increase public interest, awareness, and use of the cultural center campus and its institutions.





DEAR FRIENDS

Thank you for supporting the Flint Cultural Center Corporation (FCCC) and its member organizations Sloan Museum, Longway Planetarium (Sloan*Longway), and The Whiting. Our mission is to foster cultural activity and community vitality through history, science and the arts. Our success depends on a dedicated board of directors, staff – and the support of vital friends like you.

The FCCC is devoted to creating a more vibrant and sustainable organization that is “best in class.” We are strengthening the operations and brand identities of Sloan*Longway and The Whiting. Executive Directors Tim Shickles and Jarret M. Haynes now report to individual FCCC advisory councils that can better focus on the needs of each institution.

FCCC President & CEO Marsha Barber Clark has provided excellent leadership, guiding us through our reorganization, helping us to retire a past operating debt, and enabling us to establish a reserve fund to meet future needs. Marsha will remain with FCCC while we complete the work of strengthening our member organizations.

One of Marsha’s primary goals for the coming year, in partnership with Tim Shickles and Jarret M. Haynes, will be to achieve a broader base of financial support for the FCCC as we revamp efforts to obtain more gifts, sponsorships and grants.

We are striving to operate the FCCC more efficiently while not losing sight of our goal to provide top-quality history, science and arts programs that enrich our lives and support our children’s education.

Please join us on our journey—and thank you for your support!

All my best,

A handwritten signature in red ink, appearing to read "D.J. Trela". The signature is stylized and includes a large initial "D".

Dr. D.J. Trela, *Board Chair*
Flint Cultural Center Corporation

*Thank you
for your
support.*



TIM SHICKLES

*Executive Director
Sloan Museum &
Longway Planetarium*

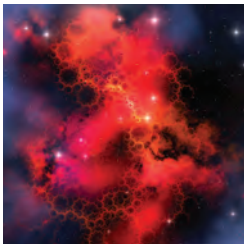
Tim Shickles assumed the duties of the Director of Sloan Museum and Buick Automotive Gallery in December 2000 and was appointed as Director of Sloan Museum, Buick Automotive Gallery and Longway Planetarium in July 2004. He assumed the Executive Director role in February 2013 and is responsible for the day-to-day operations of the three facilities.

Tim has a Bachelor's degree in History from Eastern Michigan University. After serving as a historic site administrator for the Missouri Department of Natural Resources, Tim returned to college, having received a full Hagley Fellowship from the University of Delaware. Tim completed degree requirements for a Master of Arts in American History and Certification in Museum Studies in 1980.

Prior to joining Sloan Museum, Tim was a member of the planning and implementation team for the restoration of the second largest Union Station in the United States and the creation of Science City at Union Station in Kansas City, Missouri. Tim is a member of the American Association of Museums, the American Association For State and Local History, and the Association of Science and Technology Centers. He is also a member of the Flint Rotary Club.

Tim serves on the advisory board of the Flint Genesee Convention and Visitors Bureau and on the strategic board of the Flint & Genesee Chamber of Commerce. Tim was a participant of the first class of the BEST Nonprofit Leadership Institute in 2012.

SloanLongway.org



SLOAN*LONGWAY 2012-2013 IN REVIEW



Beginning in 1958 and again in 1966, the Flint Cultural Center welcomed the addition of two facilities, Sloan Museum and Longway Planetarium, designed to preserve the treasures of our region's past and present and to explore the science of our world and beyond. In 2004, these two facilities merged to become one institution known as Sloan*Longway. This enabled both entities to expand and improve offerings through the combined strength of the expertise and skills of two staffs becoming one.

During the 2012-2013 fiscal year, Sloan*Longway enriched the lives of more than 127,000 visitors, young and young-at-heart alike. More than 60,000 children participated in a variety of activities both in classroom experiences on-site and through outreach programs at their schools. Activities such as *Forces and Motion*, *Rock Hounds*, *Build Your Own Ecosystem* and *Galactic Goo* allowed children to immerse themselves in hands-on experiments that explored topics of physical science. *How I Wonder*, a new planetarium show developed by our resident astronomer, answered many questions that children and adults often ask following a night sky presentation. In conjunction with special exhibitions such as Sloan Museum's *The Brave and the Faithful: Michigan in the Civil War* and the fun-filled *Sesame Street Presents: The Body*, students and the general public participated in unique special events that enhanced their experience with the exhibits and helped visitors gain a deeper understanding of the topics.



During the 2012-2013 school year, we answered the call for more programming for younger audiences. Working with Headstart and educators from local community schools, Sloan*Longway educators developed hands-on programs specifically geared for members of our youngest audience. The portable dome theater completed its first full-year of programming, serving more than 2,500 elementary and middle school students throughout Genesee County, and as far away as Kalamazoo.

Through its on-site and off-site capabilities, Sloan*Longway serves Flint, Genesee County and Mid-Michigan as a one stop resource for highly entertaining and educational programs and activities. Nowhere else in the county may our visitors experience the richness and variety of programs that explore the past, present and future. We help visitors explore topics that enrich their lives, view topics from different perspectives and in turn help each of us better understand our neighbors, our community and our world.



Sloan*Longway is comprised of Sloan Museum and Longway Planetarium and Sloan Museum's Buick Automotive Gallery and Research Center.

JARRET M. HAYNES

*Executive Director
The Whiting*



A graduate of New York University's Sterns School of Business, Jarret M. Haynes joined The Whiting in 2013 from his role as the Vice President of Operations at The New 42nd Street Inc. in New York. Serving four years in that position, Jarret was the primary contact for tenants of 42nd Street properties, including Live Nation and Broadway and Off-Broadway production companies. Jarret also supervised all operational aspects of the organization, including the Director of Facilities and Studio Operations and furthered the organizational mission to revitalize The New 42nd Street as a premiere entertainment area of the city.

Prior to his position at The New 42nd Street, Inc., Jarret was the Project Consultant/Executive Director of the Independent Arts Collaborative in Houston, Texas. There he managed and developed programs for new performances and ancillary spaces for performing and visual arts groups. Additionally, he developed and administered capital and operating budgets; established the organization's legal, governance, and operating structures; and developed donor cultivation strategies.

Jarret is also affiliated with the Flint Rotary Club and the advisory council for the Flint Master Plan Artists in Residence program.

TheWhiting.com



THE WHITING 2012-2013 IN REVIEW



Since opening its doors in 1967, The Whiting has provided a community gathering place for shared experiences that enrich lives and strengthen the value of the arts. From the best of Broadway to superstars and rising stars, The Whiting presents an impressive line-up of entertainment in its 2,000-seat theater as well as activities in classrooms and other community venues across Genesee County.

The Whiting welcomed more than 83,000 guests of all ages through its doors during its 2012-2013 season and introduced them to artists and shows like multi-platinum recording artist Kenny Wayne Shepherd, the legendary Irish Rovers, and the five-time Tony® Award-nominated musical *Rock of Ages*. The season also provided a number of sold-out performances that included *Cirque Dreams Holidayze*, *Cinderella the Ballet*, *Sinbad*, and the highly anticipated *Blue Man Group*.

During its 2012-2013 season, The Whiting served nearly 10,000 students and adults through its education and outreach programs. *Wednesdays at The Whiting* and *Introduction to Technical Theater* provided local high school students with the opportunity to explore various theater occupations. *Entertainment Express* profiled local artists by taking them to area senior citizen centers for special performances, reaching many underserved adults that may not have the means to experience the performing arts. Bradley Fields's *Mathemagic* captivated 5,440 elementary students by providing them with newly discovered confidence and a fascination for the power and beauty of the language of math.

As Mid-Michigan's premier performing arts venue for more than 45 years, The Whiting takes the dazzle and excitement from its stage and integrates it into the lives of the people within our community. The Whiting will continue to enrich our community and advance education for many generations to come.

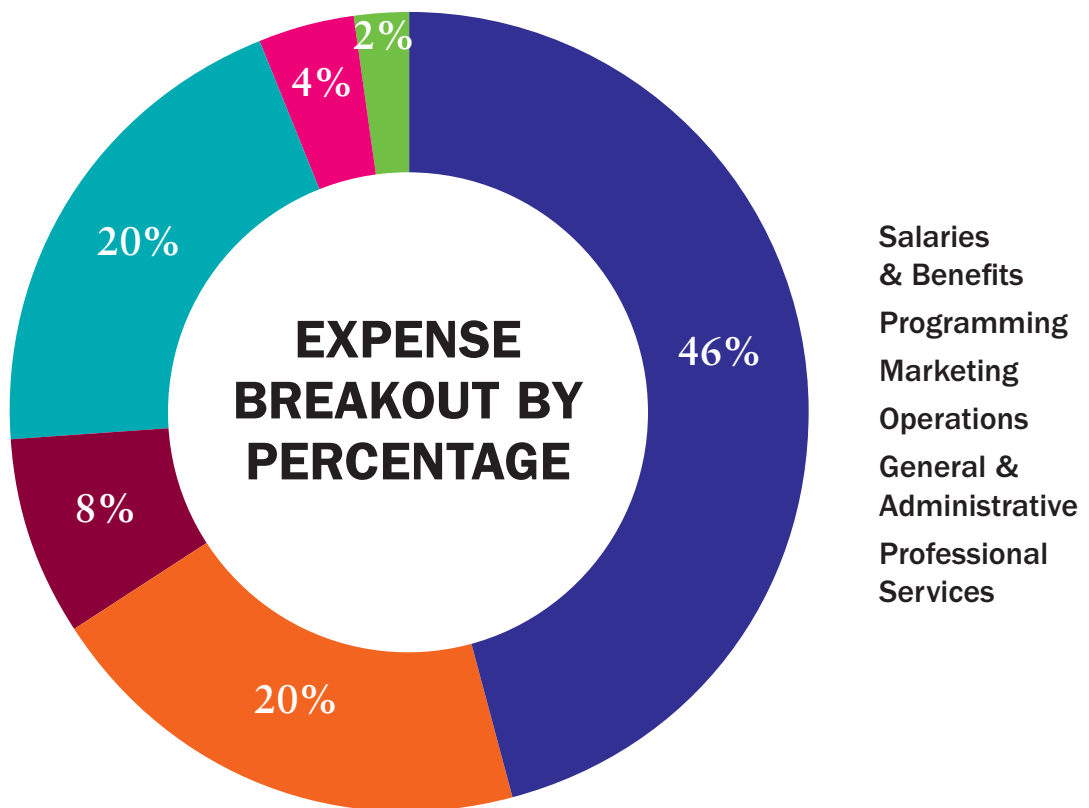
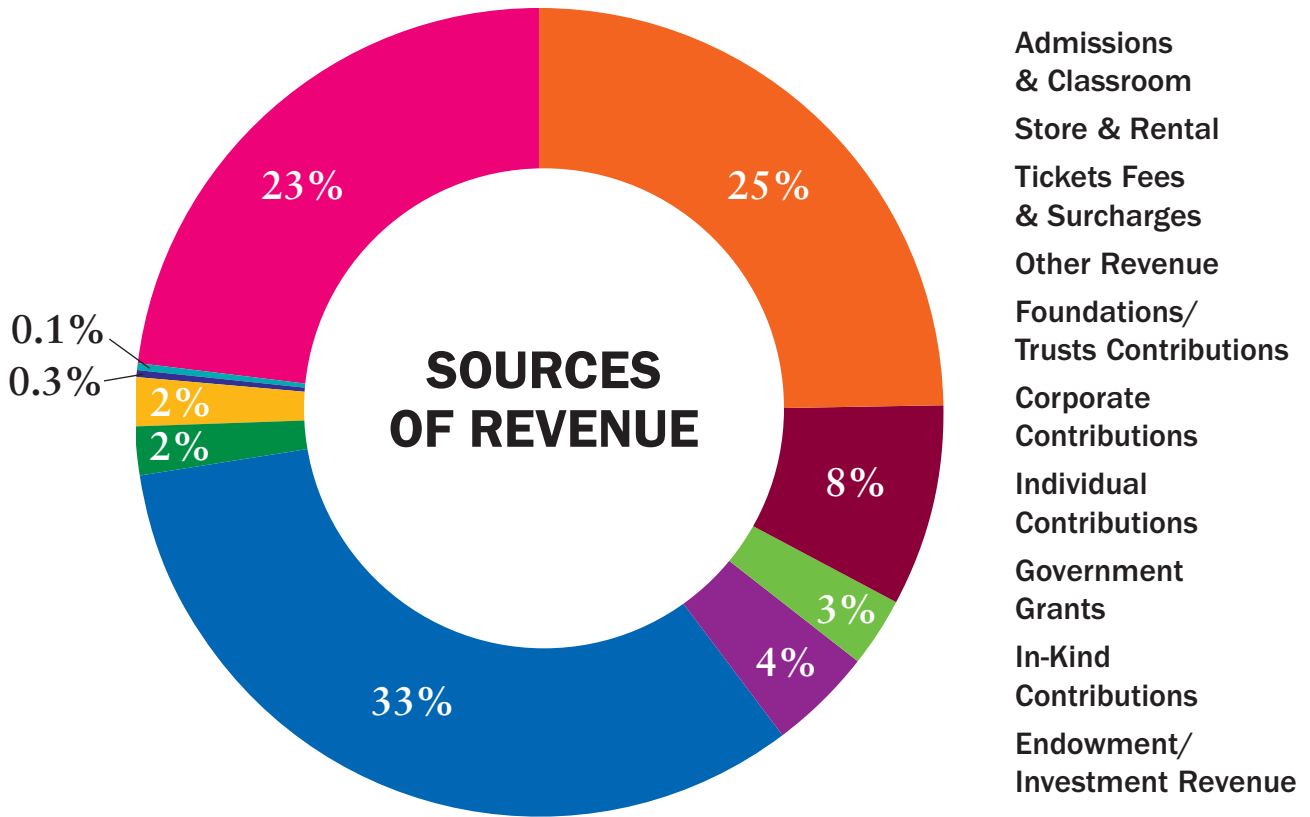


FINANCIALS

The Flint Cultural Center Corporation remains a vital and stable investment in our community. In spite of continuing economic uncertainties, our 2012 – 2013 revenues exceeded expenditures by \$259,469. Major factors in generating this surplus were effective cost controls and higher-than-expected investment income. We achieved these favorable financial results while maintaining the high level of programmatic excellence that our patrons have come to expect from Sloan*Longway and The Whiting.

OPERATING REVENUE AND EXPENDITURES





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We also thank those who have remembered the FCCC in their estates through the generous gifts from their family trusts.

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If you would like to give a gift to the Flint Cultural Center Corporation, please contact Lisa Graham, Development Officer, at 810.237.7391, lgraham@fcccorp.org or donate online at fcccorp.org/donatenow.

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