



GAINESVILLE CIRCUS CENTER

You'll never know
what you can do
until you try.

2024

GCC ANNUAL REPORT

Continuing our mission to cultivate
an inclusive community through the
practice of social circus.

OUR VISION:

- To make circus and movement arts accessible to children and adults of all backgrounds.
- To promote cultural and generational exchange.
- To build a thriving artistic community and performing arts economy.
- To promote professionalism and professional development in the field of circus arts.
- To cultivate community by promoting personal and professional growth of our students and team members; supporting collaborative projects; and contributing to the local economy.

Circus arts have the power to build strength on physical, emotional and mental levels and to promote cross-cultural and inter-generational collaboration. From aerial silks to trapeze to group acrobatics, Gainesville Circus Center is dedicated to teaching circus arts to anyone willing and interested in learning for the purpose of bettering their physical, mental, social and spiritual self.

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LETTER FROM THE DIRECTOR



IT'S HARD TO BELIEVE WE'RE ALREADY IN THE THICK OF 2024.

I am proud to say 2023 was absolutely bursting with circus adventures!

The Gainesville Circus Center team consists of 4 full-time (20+ hours per week) and 6 part-time positions. GCC continues to invest in its staff through exclusive training opportunities in the areas of: emergency & rescue preparedness (CPR/First Aid certification); Shoulder prehab & rehab with Kelli Sanders; Cheval Aerial Method – level 1 & 2 teacher trainings; advanced flexibility and aerial training with Janelle Peters; specialty workshops in trick riding and flying trapeze. Additionally, our staff field trip to the Tampa Bay area brought us all closer together with an aerial partnering workshop at Aerial Dragons Studio and a visit to the Salvador Dali Museum of Art.

In the past year, Gainesville Circus Center produced 20 circus shows with 31 performance events. Half of the shows were youth-based and in collaboration with other local entities. Gainesville Circus Center presented the independent show Circus Palooza at the Curtis M. Phillips Center for the performing arts. The 2nd annual Circus Palooza celebrated the work of Florida-based artists with live music and aerial dance. Many of the songs from Circus Palooza were written and performed by GCC's own Rainy Barton. A new partnership laid the foundation for GCC's role in producing Brazil Fest, starring Flores do Samba dancers at Heartwood Soundstage.

The Afterschool Circus program presented Where the Wild Things Are - Circus (Spring) based on the 1984 children's book by Maurice Sendak and Gods & Monsters (December) exploring deities of ancient Greece & West Africa. Students took field trips to locations such as the Payne's Prairie, Sweetwater Reserve, Harn Museum of Art and the Alachua County Public Library for character research in preparation for their performances. The youth program thrives under the management of Isabel Brazzel and her team of youth educators.

Collaboration with the City of Gainesville's Department of Parks, Recreation and Cultural Affairs resulted in monthly street circuses in downtown Gainesville (March – June). The inaugural March street circus took the form of Dusty's Ragtime Circus with participation from guest artists Dustin Cottrell, Becky Baby and Karen Muratti, among others.

LETTER FROM THE DIRECTOR

GCC Alumna and Darling of Dusty's Ragtime, Robin Best stopped by between contracts and taught with us over the summer. They are growing exponentially as a seasoned artist on the road, currently performing across California with Cirque Alegria. Another GCC alumna, Juliana Richards joined Ringling Brother's Barnum & Bailey Circus as a high-flying trapeze artist as of last May.

In September, The Flying Trapeze Program faced the awesome opportunity to move to the property across the street from our downtown studio, and we took it enthusiastically. Despite only having a 1-year lease on the space, the GCC Dragon Fliers were excited to have their beloved apparatus close to home, but the program has failed to thrive. Flying Trapeze is a costly program in all aspects, and we can no longer justify the means. The flying trapeze rig and all related equipment is currently for sale.

The 13th annual Two Hawk Holiday Circus, spotlighted our equestrian program under the guidance of renowned equestrian trainer Stephanie Rivers. I presented the debut of our roman riding team: Lugh & Lear, matching Halflinger x Clydesdales. All performers, human and equine, executed their routines flawlessly!

Of course, none of this would be possible without our supportive community collaborators and sponsors: Thank you so much to the Florida Division of Arts & Culture; Visit Gainesville / Alachua County; The Children's Trust of Alachua County; and The City of Gainesville Division of Parkes, Recreation & Cultural Affairs. Many thanks to our volunteers, students, staff members, and of course patrons. I cannot help but worry about our plans for 2025, as Governor De Santis recently eliminated all arts funding from the state. This amounts to roughly \$30,000 for the Gainesville Circus Center. As always, your support is greatly appreciated, and will become more valuable than ever as we make our way towards the next fiscal year.

Onwards & Upwards!
Best regards,

Cheval

Dr. Corey Cheval, Director
Gainesville Circus Center, Inc





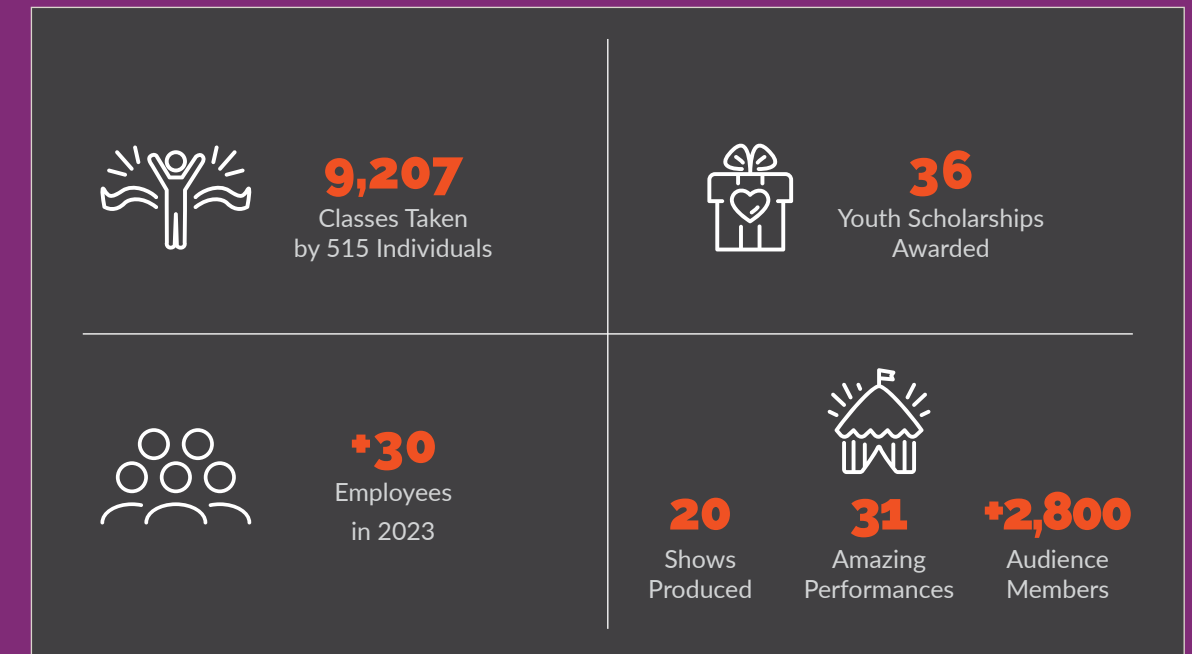
2023 IMPACT + FISCALS

GAINESVILLE CIRCUS CENTER

Gainesville Circus Center contributes to our community through education, recreation and outreach. GCC is a place where budding young artists cultivate their talents and creativity with a supportive network guiding them through the process of becoming professional artists. Furthermore, GCC contributes to the cultural landscape with original productions of circus-based performance art.

GCC contributes to our local economy by providing jobs and childcare for local families. In the past year, GCC provided over 1000 hours of childcare while serving 15 scholarships per semester. Our scholarship families saved, on average, \$700/month in childcare services.

In 2023, GCC paid over \$236,000 in wages and professional fees to our diverse team of educators and administrators (roughly \$60,000 more than 2022). This figure covers 4 full-time team members, 6 regular part-time team members and several seasonal or event-based team members.



INCOME	2021	2022	2023
Grants + Donations	27,539	87,123	260,901
Program Revenue	80,049	186,821	258,913
TOTAL REVENUE	107,588	273,944	519,814

EXPENSES	2021	2022	2023
Wages	71,549	140,389	236,101
Rent, utilities + maintenance	40,282	73,691	113,273
Other operating expenses	53,125	100,747	166,325
TOTAL EXPENSES	164,956	314,827	515,699

NET REVENUE	2021	2022	2023
	-57,368	-52,687	932

AUDIENCE

DEMOGRAPHICS

GAINESVILLE CIRCUS CENTER

AGE

1%	YOUNGER THAN 10
5%	11-17
10%	18-24
31%	25-39
42%	40-59
9%	60 OR OLDER

ETHNICITY

6%	BLACK/AFRICAN AMERICAN
.5%	EAST ASIAN
.5%	SOUTH ASIAN
8%	LATINX/HISPANIC
2%	NATIVE/INDIGENOUS AMERICAN
1%	NATIVE HAWAIIAN/PACIFIC ISLANDER
77%	WHITE
3%	OTHER
3%	NO RESPONSE

DISABILITY

9% YES
91% NO

GENDER IDENTITY

3%	NON-BINARY
24%	MAN
67%	WOMAN
5%	TRANS
1%	NO RESPONSE

60%

of event attendees give us 5 out of 5 stars for affordability, accessibility, and production quality.

Half event attendees were first time audience members at GCC events.

>6%

of event attendees give us 1-2 stars.

66%

of our audience learned about our events through word of mouth

Although half of our audience members say they wouldn't change a thing about our events, a significant number of our patrons would like tiered seating for improved sight lines of our performances.

Audience members report positive feedback regarding the following aspects of our performances:

- 21% everything
- 32% aerial acts
- 12% ground acts
- 8% variety
- 12% live band/music
- 9% performer's energy



YOUTH & ADULT PROGRAMS

GAINESVILLE CIRCUS CENTER

THERE'S SOMETHING FOR EVERYONE AT GCC
WITH CLASSES FOR KIDS AND ADULTS.

THE FUTURE IS CIRCUS

GAINESVILLE CIRCUS CENTER

FUNDING EACH YEAR BECOMES MORE DIFFICULT, SO OUR
OWN FUNDRAISING BECOMES ESSENTIAL FOR KEEPING OUR
CIRCUS COMMUNITY THRIVING.



Our classes range from recreational circus fitness to professional training for aspiring circus artists. Our youth program consists of afterschool circus with transportation from local public schools, daily drop-in classes, school holiday camps and 6 weeks of summer camp. Our adult program features recreational fitness and artistic training in circus and world dance. Additionally, we offer a monthly rotation of guest artist master classes with exclusive training opportunities for GCC staff.

GCC's main fundraiser, Circathon, involves students and staff setting circus goals for donations in early October. We also host a garage sale and collect donations at performances. Due to State budget cuts, we urgently need volunteers to help intensify our fundraising efforts.

DUSTY'S RAGTIME CIRCUS

GAINESVILLE CIRCUS CENTER

THIS LIVE MUSIC RAGTIME EXTRAVAGANZA IS THE COLLABORATIVE PRODUCT OF SIBLING DUO DUSTIN "DUSTY" COTTRELL AND COREY CHEVAL.



The performance features pop music interpreted in ragtime and weaves together real-life stories of sibling rivalry and life on the road!



COUNTRY CIRCUS

GAINESVILLE CIRCUS CENTER

TWO HAWK HAMMOCK IS HOME TO GCC'S EQUESTRIAN ARTS PROGRAM AND THE ANNUAL COUNTRY CIRCUS.

The 20-acre property situated between Devil's Den Springs and Cedar Lakes Botanical Garden, is home to 6 horses, 3 donkeys, 2 dogs, a pig, several cats, rabbits, chickens, ducks and tortoises. GCC hosts bi-weekly trick riding classes at this site, which also serves as a field trip destination for our summer circus camps. The annual Country Circus showcases equestrian arts alongside aerial acrobatics, dancers and live music.

AERIAL STAGE AT THE GAINESVILLE DOWNTOWN FESTIVAL & ART SHOW

GAINESVILLE CIRCUS CENTER



Executive Director Corey Cheval founded the aerial stage at the Gainesville Downtown Festival and Art Show in 2012, and has since used the landmark event to showcase student and staff creations for the community. The stage hosts not only Gainesville Circus Center artists, but a wide array of local and visiting world dance performances. Over the past decade, the stage has grown into a key feature of Gainesville's most beloved arts festival.

CIRCUSPALOOZA

GAINESVILLE CIRCUS CENTER

CIRCUSPALOOZA SHOWCASES POP AND ROCK FAVORITES
ALONG WITH ORIGINAL MUSIC BY GCC STAFF MEMBERS.

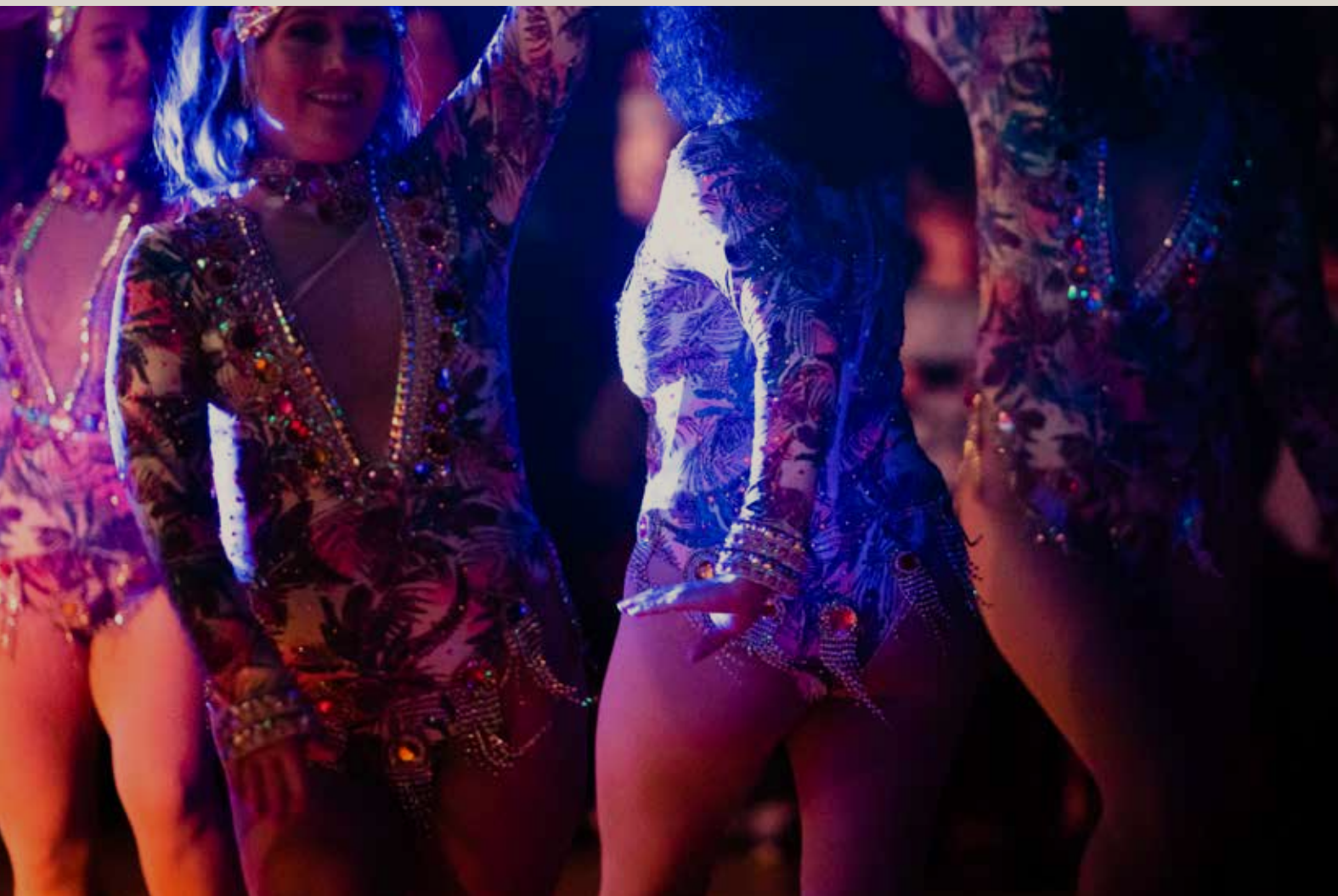


Another original live-music circus show produced by GCC, Presented as a rock and roll variety show, the first ever Circuspalooza was an instant hit.

BRAZIL FEST

GAINESVILLE CIRCUS CENTER

BRAZIL FEST CELEBRATES BRAZILIAN CULTURE THROUGH
MUSIC, DANCE AND FOOD.



To celebrate world cultures, GCC partners with local organizers for international events. In 2023, GCC collaborated with Brazilian band Maca Reggae Samba for Brazil Fest at Heartwood Soundstage. GCC also hosts weekly dance classes in Brazilian samba and other world dance styles.





OUR STORY



DONATE TODAY



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