



Dear DCA Friends,

It's been almost five months since we sent you our first message about DCA's response to COVID-19. Since then, we have presented online programming, explored outdoor concerts, and responsively pivoted our season plans and opening dates to reflect changing data and recommendations. We initially hoped to begin our season on June 26, then July 13, then September 12. And now, with the majority of our fall tours canceling *and* Wisconsin's COVID load increasing, we're finally conceding that there will be no 2020 fall or winter shows at DCA.

We've heard a few comments suggesting we should have canceled sooner. We heard comments this past spring from folks wishing other groups would hold out longer. From my vantage, all the major Door County arts organizations have been doing a fine job managing nearly unmanageable factors. And while all of these organizations are within the arts industry, our individual business models and operations are extremely individualized.

For instance, DCA is in a very different position from our region's theater companies, who require large groups to work--sometimes eat and sleep--in close proximity to each other for weeks or months prior to a show's opening. At DCA, on the other hand, wind storms, blizzards, and artist emergencies have taught us that if push comes to shove, we are able to cancel a show within 8 hours of curtain time. At the same time, it often takes 6-8 months of planning to select, negotiate, contract, promote, coordinate, fundraise, and sell tickets for a concert presented by a touring artist. The work we'd already put into planning, paired with our strong desire to deliver on our mission, led us to delay cancellations as long as possible and give our shows every possible chance of happening. Given the touring artist cancellations and recent uptick in Wisconsin caseload, it is now clear to us that it is time to cancel the rest of the 2020 season.

If you are a ticket holder, we ask that you email [boxoffice@dcauditorium.org](mailto:boxoffice@dcauditorium.org) by August 9 with your preferred course of action. We have several options. We can:

- Convert your ticket purchase to an account credit or gift certificate with no expiration date.
- Convert your ticket sale to a donation. (A gift acknowledgment for tax purposes will be mailed to you.)
- Issue a refund by check (less the non-refundable \$6 transaction fee).

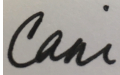
For our 2020 Playbill Advertisers, we ask that you email [pam@dcauditorium.org](mailto:pam@dcauditorium.org) by August 9 with your preferred course of action. We can:

- Apply your advertising commitment to your 2021 ad.
- Convert your ad sale to a donation. A gift acknowledgment for tax purposes will be mailed to you.
- Issue a refund.

If you fall into one of these categories and we don't hear from you by August 9, we will attempt to contact you directly. In the meantime, a credit will remain on your account. I will be contacting our 2020 sponsors directly to discuss options.

Thank you for your patience, flexibility, and thoughtfulness as we have worked our way through the many changes to the season. I continue dreaming of the day when we return to sharing live songs, dance, stories, and silence at the Auditorium. In the meantime, here's my daughter Ruth's (age 5) depiction of seeing *The Little Engine That Could Earns Her Whistle* with her Gibraltar kindergarten classmates at the Auditorium last November. She recently asked if I'd sit by her at the next show. It's one of the things I'm looking forward to the most.

Until we gather again,



Cari Lewis, Executive Director

