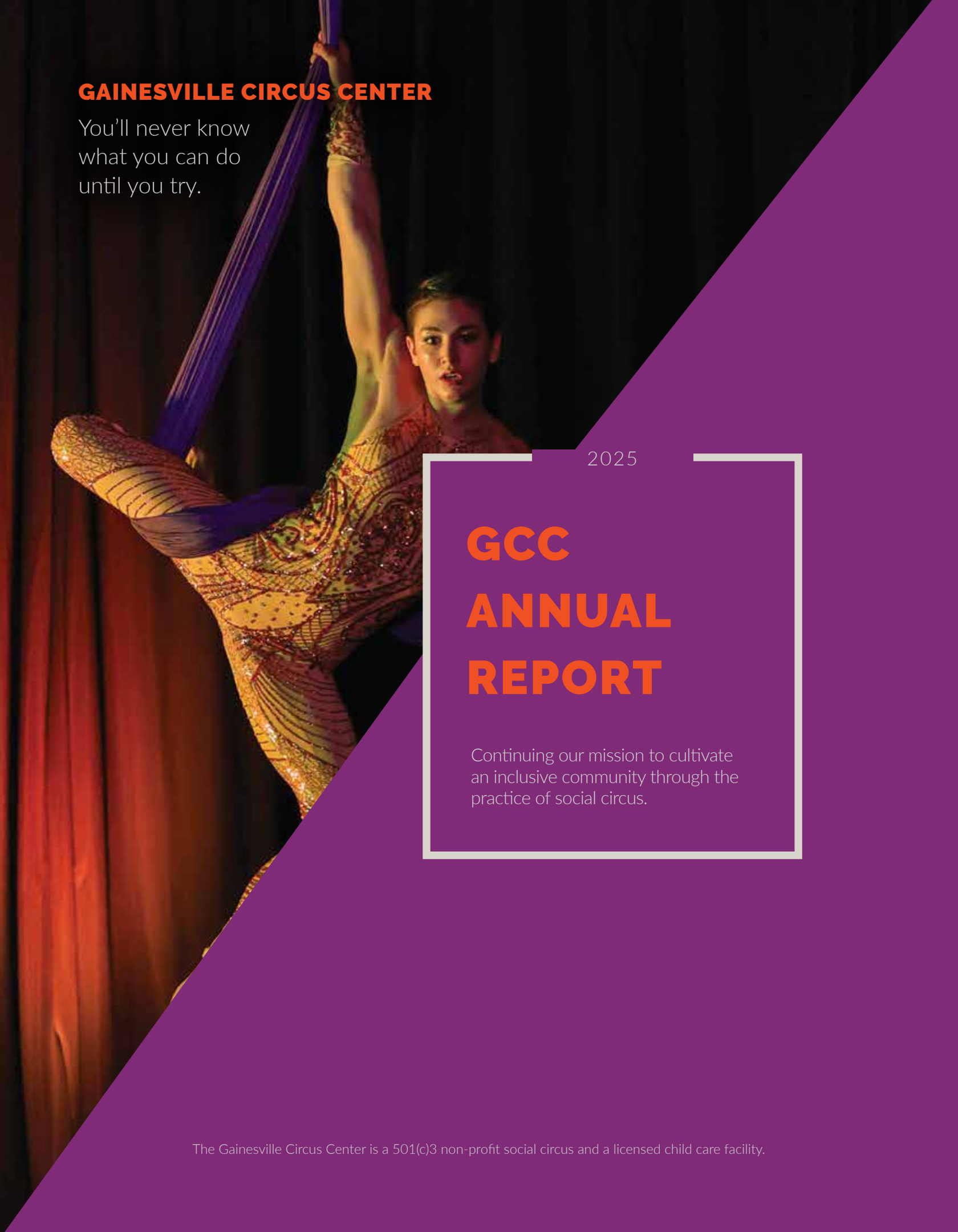




GAINESVILLE CIRCUS CENTER

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

2025

GCC ANNUAL REPORT

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

The Gainesville Circus Center is a 501(c)3 non-profit social circus and a licensed child care facility.

OUR VISION:

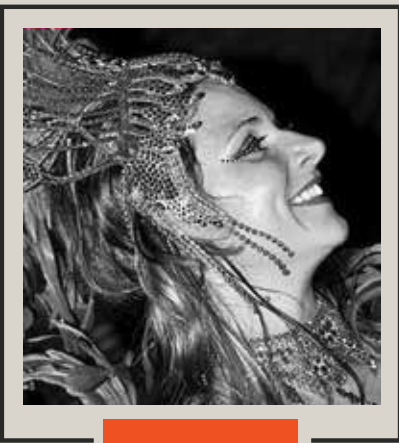
- To make circus and movement arts accessible to children and adults of all backgrounds.
- To promote cultural and generational exchange.
- To build a thriving artistic community and performing arts economy.
- To promote professionalism and professional development in the field of circus arts.
- To cultivate 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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AS ALWAYS, I SIT TO WRITE THIS REPORT from a place of extreme gratitude. Every day, I work with bright talented people who are genuinely happy to be here. Every day, I see children laughing and playing with their friends. I also see them hard at work focusing on new skills with the support of their mentors. I see young adults pushing their bodies to new levels of strength and self-awareness. I see older adults moving their bodies for the first time in years or healing the wounds of trying to move in spaces that did not accept them as they are. I see people learning patience as they create together with people who are different from themselves. I see a space full of people with endless possibilities.

In 2024, Gainesville Circus Center produced 7 professional shows and 11 youth showcases in addition to several community events and collaborative productions. Among our professional events was the last season of the Dusty's Ragtime Circus. The performance was beautifully executed at the Phillip's Center for Performing Arts. After a 7-year run, it is time to make way for new creative projects. We also hosted the 3rd edition of CircusPalooza, a dynamic rock-and-roll concert with contemporary circus. Despite Hurricane Helene's best efforts to stop our production, the show went on!

New productions for 2024 included the first ever 2nd Street Circus Spectacular. The event featured indoor and outdoor stages, vendors and kids' activities at our facility in downtown Gainesville. The outdoor stage allowed us to showcase our flying trapeze program. The event was so successful, it has become our new annual winter event.

Gainesville Circus Center was invited to perform an opening for the TEDxGainesville event held at the Hippodrome State Theater. This performance consisted of an 8-minute contemporary aerial dance ensemble performance with original music by Xavi Leon and choreography by Corey Cheval and Isabel Brazzel.

Much of our success is due to the steady hard work of our core team members. Isabel Brazzel was promoted to Assistant Director and was recognized for outstanding performance by the Florida Afterschool Network annual conference in Orlando, Florida. Samantha Belmore has been promoted to Stage Manager and carries out myriad duties in

between events, including driving the circus bus, costume construction and coaching. As always, of course, there are several team members on their way out this year as their lives take them to new adventures, so we look forward to an exciting new cohort of trainees.

Last year we inaugurated the Parent's Guild, which is a forum for the parents of our youth students to be more directly involved in our organization. The parent's guild has provided much needed support coordinating volunteer staff for events. I am excited to see what all the Parent's Guild can accomplish in the coming season.

Despite the State of Florida's announcement to cut all funding to the arts and museums in the 2024-2025 cycle, our county partners have come through helping to bridge the gap in our budget. Visit Gainesville / Alachua County provided some additional funding for the current show season. The Children's Trust of Alachua County also maintains steady support including an annual cost of living increase to our program allowance. Additionally, the Gainesville Circus Center received its first Outside Agency grant from the City of Gainesville.

Nevertheless, we still have a lot of work to do to maintain a healthy budget in 2025. Gainesville Circus Center continues to prioritize making the arts accessible to all despite economic barriers and provide a living wage to its team members. Gainesville Circus Center plans to offer benefits packages including health insurance, PTO and 401k plans for all full-time employees in 2026. This will not be easy, but we are determined to make it a reality.

As we enter an era of economic uncertainty, I am perhaps foolishly confident we will continue to thrive. I expect our community to work together to sustain this cultural gem of an organization. We couldn't do it without you!

Best regards,


Dr. Corey Cheval, Director





2024 IMPACT + FISCALS

GAINESVILLE CIRCUS CENTER

Gainesville Circus Center contributes to our community through youth development, recreation and performing arts. 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 of Alachua County 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 2024, GCC paid over \$264,000 in wages and professional fees to our diverse team of educators and administrators (roughly \$30,000 more than 2023). This figure covers 4 full-time team members, 6 regular part-time team members and several seasonal or event-based team members.



9,825
Classes Taken
by 505 Individuals



36
Youth Scholarships
Awarded



+30
Employees
in 2024



15
Shows
Produced

31
Amazing
Performances

+2,752
Audience
Members

INCOME	2022	2023	2024
Grants + Donations	87,123	260,901	262,326
Program Revenue	186,821	258,913	263,767
TOTAL REVENUE	273,944	519,814	526,093

EXPENSES	2022	2023	2024
Wages	140,389	236,101	264,502
Rent, utilities + maintenance	73,691	113,273	75,883
Other operating expenses	100,747	166,325	185,335
TOTAL EXPENSES	314,827	515,699	525,720

NET REVENUE	2022	2023	2024
	-52,687	932	373

AUDIENCE

DEMOGRAPHICS

GAINESVILLE CIRCUS CENTER

AGE

1.37%	YOUNGER THAN 10
5.82%	11-17
14.04%	18-24
34.25%	25-39
34.93%	40-59
8.9%	60 OR OLDER

ETHNICITY

3.08%	BLACK/AFRICAN AMERICAN
1.71%	EAST ASIAN
11.30%	BIRACIAL
12.33%	LATINX/HISPANIC
.34%	NATIVE/INDIGENOUS AMERICAN
1.37%	NATIVE HAWAIIAN/PACIFIC ISLANDER
66.78%	WHITE

DISABILITY

14% YES
86% NO

GENDER IDENTITY

3.76%	NON-BINARY
29.11%	MAN
63.01%	WOMAN
.34%	TRANSGENDER
3.78%	NO RESPONSE

90%

of event attendees give us 4-5 out of 5 stars for accessibility, performance quality and production quality while 86% of event attendees give us 4-5 out of 5 stars for affordability.

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

65%

of our audience learned about our events through word of mouth

Although more than half of our audience members say they wouldn't change a thing about our events, a significant number of our patrons indicated a desire for more with specific mention of more vendors, more performances, and more advertising.

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

- 18.9% everything
- 9.6% aerial acts
- 8% variety
- 13.1% music
- 12.5% youth performances
- 9.9% dance / Choreography
- 25.6% other



When asked if there was anything else event attendees would like to add, the majority of responses expressed appreciation for the circus center, staff, and performances. Respondents highlighted the supportive and safe environment for children. Several responses emphasized the importance of community and artistic expression.

YOUTH & ADULT PROGRAMS

GAINESVILLE CIRCUS CENTER

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



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.

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.



GCC’s annual Circathon fundraiser involves students and staff setting circus goals for the week of Circathon and collecting pledges from friends and family members to support them as they meet those goals. We also hold monthly bake sales during the school year with the support of our Parent’s Guild and encourage donations at our live shows. We are always looking for volunteers to help intensify our fundraising efforts.

BRAZIL FEST

GAINESVILLE CIRCUS CENTER

CELEBRATE THE VIBRANT MUSIC, DANCE AND
FOOD OF BRAZIL!



In honor of our commitment to world dance as a foundational element of performing arts and circus, Gainesville Circus Center is co-producer of Brazil Fest, which happens to be one of our most successful events. The festival attracts huge audiences and supports Brazilian artists and Brazilian culture enthusiasts working with Brazilian dance and music.



COUNTRY CIRCUS

GAINESVILLE CIRCUS CENTER

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

This original live-music circus show just completed its 3rd season as a rock and roll variety show. With sold out crowds, CircusPalooza is always a major hit in our performance season.

COMMUNITY EVENTS

GAINESVILLE CIRCUS CENTER



Gainesville Circus Center is committed to collaborating with local arts organizations to produce high quality and affordable circus experiences for all. Executive Director Corey Cheval founded the aerial stage at the Gainesville Downtown Festival & Art Show in 2012 and has been a major feature of the event ever since. The stage hosts not only GCC artists, but a wide array of local and visiting world dance performances. Gainesville Circus Center has also been a regular participant at the 5th Ave Arts Festival hosted by the Cultural Arts Coalition, as well as countless other community outreach events.

2ND STREET CIRCUS SPECTACULAR

GAINESVILLE CIRCUS CENTER

OPEN HOUSE STYLE FESTIVAL HOSTED AT OUR SCHOOL
WITH PERFORMANCES ON MULTIPLE STAGES,
FOOD AND CRAFT VENDORS.



Now in its 3rd season!

Our most recent event hosted master pyromancer Joseph Kerr straight from the stages of Las Vegas alongside 3rd generation Wild West entertainer Deke Rivers and original music by local talent Rainy Blue.

ALUMNAE UPDATE

GAINESVILLE CIRCUS CENTER

LAUNCHING CAREERS IN THE ARTS



Madeline Williams performs silks solo at CircusPalooza.

We recently welcomed GCC alumna Juliana Richards, currently between contracts as a flying trapeze artist with Ringling Bros. Robin Best, who taught advanced dance trapeze this spring, is now touring the West Coast in their third year with traveling tent circuses. Longtime student Madeline Williams, aka Maddie Millennium, has been accepted into the pro-track program at the New England Center for Circus Arts for Fall 2025.



Juliana Richards performs for Ringling Brothers Barnum and Bailey Circus.



Robin Best performs at Gainesville Downtown Festival & Art Show



OUR STORY



DONATE TODAY



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