



**CIRCUS SMIRKUS**

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## *Who is Circus Smirkus?* ★

- Circus Smirkus is a 501c3 non-profit organization
- ★ • Our World Headquarters is based in Greensboro, VT
- MISSION: To promote the skills, culture, and traditions of the traveling circus and to inspire youth to engage in life-enhancing adventures in the circus arts.
- 10 year-round employees, 80-100 seasonal, 35 FTE
- Annual revenues around \$2.5 million
- Three award-winning programs

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**CIRCUS SMIRKUS**  
*Big Top Tour*



**CIRCUS SMIRKUS**  
*Camp*



**CIRCUS SMIRKUS**  
*Camp*

The text is surrounded by several colorful stars in various sizes and colors, including yellow, red, green, purple, and blue.



**CIRCUS SMIRKUS**  
*Residencies*





## *The Circus Train: An Economic Engine*



- Out-of-state tuition flowing to Vermont: **\$1 Million**
- Annual out-of-state donations to Vermont: **\$300,000**
- Tourism revenue to Orleans County annually: **\$250,000**
- 2014/15 construction projects: **\$4.6 Million**
- Funds raised for regional non-profits: **\$100,000**
- 10 full-time, 80-100 seasonal, 35 FTE, Payroll: **\$1 Million**
- Property taxes: **\$30,000**





## *What Do Our Neighbors Say?*

*"We had our best year ever."*

Rob Hurst, Willey's Store

*"We already had a lot of parents stay... They were a boon to the whole community."*

Willie Smith, Highland Lodge

*"We have never experienced anything like this before... What an amazing experience this is for a child and for the child's entire family."*

Greensboro Grandmother

*"This was our 5th year in the business and our best yet. We attribute this to having Smirkus camp right up the road!"*

Anna Weisenfeld & Vanessa Compton, Millers Thumb

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# Putting Vermont Center Ring

- ***Vermont's Award Winning Traveling Youth Circus***
- Received the Circus Now "Community Impact Award"
- 70 shows, 15-17 cities in five states; Audience of 50,000
- Circus Smirkus is consistently featured in national media :
  - New York Times
  - Boston Globe
  - LA Times
  - Washington Post
  - AP Wire
  - Reuters
  - AAA Magazine
  - New England Magazine
  - Many Regional Newspapers
  - Vermont Life

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## Vermont's Ambassador



20% of Trouper Alumni pursue a career in the circus. Smirkos have performed with:

- Ringling Brothers
- Big Apple Circus
- Cirque Du Soleil
- Sept Doigts de la Main
- Chicago's Midnight Circus

**LATE SHOW**  
*with David Letterman*

**THE TONIGHT SHOW**  
*with Jay Leno*

**MARTHA**  
THE MARTHA STEWART SHOW



**America's got Talent**

**CIRCUS SMIRKUS**



*Smirkus to Showcase  
at Smithsonian's 50<sup>th</sup>*

- The Smithsonian Institution's 50<sup>th</sup> anniversary American Folklife Festival will focus on Circus
  - July 2017: 10 Days on the National Mall
    - Millions of visitors
    - Smirkus will offer performances, workshops and a series of lectures
    - Vermont Artist will be showcased as a National Ambassador

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## *The Role of the Vermont Arts Council*

- VAC grants provide strategic help:
  - Support for Teacher Curriculum Guide
  - Grants to schools are leveraged by our donor sources
  - Operating Support frees up artistic resources
  - Master coaches increase programmatic quality
- Our VAC registry listing leverages our marketing reach
- Jury process provides legitimacy for our educational efforts

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