

Geva Theatre Center

2014-2015 ANNUAL REPORT

Mark Cuddy | Artistic Director

ARTISTIC & LITERARY HIGHLIGHTS



Production Photographs by Ken Huth

PRODUCTIONS: The 2014-2015 Season featured seven major productions in the Wilson Stage and four productions in the Fielding Stage. A central feature of the repertory in both theatres were three World Premieres written by women playwrights: Wendy MacLeod, Nora Cole and Cass Morgan. Wilson Stage and Fielding Stage highlights included:

Ensemble Acting Achievements – a South Boston neighborhood in *Good People*; a comic trio of friends in *Women in Jeopardy!*; and a whacky set of siblings in *Vanya and Sonia and Masha and Spike*.

Stories that Resonated for Today – class and opportunity in *Good People*; love letters of a Tuskegee soldier in *Katherine's Colored Lieutenant*; and a redemptive angel visits MLK in *The Mountaintop*.

Soaring Musical Delights – seasonal joy and hope in *A Christmas Carol*; doo-wop love and energy in *Little Shop of Horrors*; and Celtic harmonies in *The Road to Where*.

COHORT CLUB: The third year of this innovative audience engagement program immersed 40 community members in the entire artistic process, from first rehearsal to opening night, of *Little Shop of Horrors* and *Women in Jeopardy!*. The Cohorts observed the theatre-making process and wrote about their experiences online. Geva leaders are now lecturing on this program around the country.

NEW PLAY DEVELOPMENT: Geva's literary department continued to deepen relationships with playwrights and develop new plays for the American theatre. The 2014-2015 Season included world premieres of three plays from Geva's new play development programs: Cass Morgan's *The Road to Where*, Nora Cole's *Katherine's Colored Lieutenant* and Wendy MacLeod's *Women in Jeopardy!*. In addition, Geva supported the development of 22 new scripts, including plays by both local and national writers.

JOURNEY TO THE SON: A CELEBRATION OF SON HOUSE: Though technically it took place in the new fiscal year, the 2015 summer was dedicated to producing a four-day festival celebrating the life and legacy of Mississippi blues legend and Rochesterian, Son House. The festival incorporated a reading of Keith Glover's play *Revival: The Resurrection of Son House*; performances by musicians who were deeply influenced by House including John Mooney, John Hammond, Chris Thomas King and Joe Beard; a display of rarely seen photographs of Son House taken by House's former manager Dick Waterman and national and international press coverage. Geva secured and installed a Mississippi Blues Trail Marker in Corn Hill near where House lived, which will permanently celebrate House's place in the blues and tie Rochester to that history.

EDUCATION AND COMMUNITY HIGHLIGHTS

HIGH MARKS: Rochester's educational community once again gave Geva "Straight A's" when rating:

- Effectiveness of Geva's Educational Staff
- Student Engagement in Programming
- Teacher Workshops
- Discovery Guide and Discovery Workshop Effectiveness
- Connection to School Curriculum

STUDENT MATINEE SERIES: The P.L.A.Y. Student Matinee program – which provides teacher workshops, study guides, in-school artist visits and matinee performances – included sold out performances of *Little Shop of Horrors* and *A Christmas Carol*. The program served 7,000 students, including 1,600 Rochester City School District students, who received the program free of charge.

TRAINING: As part of Stage Door: *Little Shop of Horrors*, Geva Theatre Center partnered with Rush-Henrietta High School (RHHS) to provide professional mentorship in theatrical production. Simultaneous to the creation of Geva's production of *Little Shop*, Geva's Director, Music Director, Cast, Crew, Dramaturg, Designers, and the Production, Marketing and Development teams joined forces to mentor the RHHS students as they rehearsed *Little Shop* at their school. This collaboration culminated in the RHHS students performing their own production of *Little Shop* on Geva's set in the Wilson Stage, with technical support from Geva's professional staff, in front of a sold-out audience. Director of Education, Skip Greer, was then invited to share the success of the innovative program at a national theatre conference.

Rush-Henrietta High School students in the Stage Door Project production of *Little Shop of Horrors*



Photo by John Schlia

AWARDS



THE DEMOCRAT AND CHRONICLE 2015 ROCHESTER'S CHOICE AWARDS

- **Best Theatre/Performance Company** (14 consecutive years)



ROCHESTER CITY NEWSPAPER BEST OF ROCHESTER AWARDS 2015

- **Best Local Theatre Company**
- **Best Theatre Production** *Good People*
- **Best Musical Production** *Little Shop of Horrors*
- **Best Local Comedy Group** *Geva Comedy Improv*



Student Matinee of *The Mountaintop*. Photo by immaginé Photography

2014-2015 BOARD OF TRUSTEES

- Joanna Grosodonia, *Chair*
 Terry Hartmann, *Treasurer and Chair of Finance Committee*
 Stephanie Caffera, *Secretary*
 Richard Gray, *Chair of Development Committee*
 Josh Stubbee, *Co-Chair of Education/Summer Curtain Call Committee*
 Maggie Symington, *Co-Chair of Education/Summer Curtain Call Committee*
 Faheem Masood, *At Large*
 Sergio Esteban, *At Large, Past Chair and Chair of Committee on Trustees*

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|-------------------------|----------------------|----------------------|
| Dennis Bassett | Wolfgang Pfizenmaier | Kim Tenreiro |
| Peggy Boucher | Leonard Redon | Samuel O. Tilton |
| Barbara H. Bruning | Jean Gordon Ryon | Kevin Walker |
| Betsy Carver | Laura Sadowski | Kathleen R. Whelehan |
| Musette Castle | Kim M. Shaffer | Sidney Sobel, M.D. |
| Theresa A. Conroy | Tim Shanahan | Grace Soong |
| Suzanne Gouvernet | Kelly Shea | Malcolm Spaul |
| Dawn F. Lipson | Sidney Sobel, M.D. | Kim Tenreiro |
| B.G. Staffan Lundback | Grace Soong | Samuel O. Tilton |
| Dana A. Mehnert | Malcolm Spaul | Kevin Walker |
| Suzanne Nasipak-Chapman | | Kathleen R. Whelehan |

www.GevaTheatre.org | (585) 232-Geva
 75 Woodbury Boulevard, Rochester, NY 14607

WILSON STAGE SEASON

Wait Until Dark by Frederick Knott Sep. 9 – Oct. 5, 2014
Good People by David Lindsay-Abaire Oct. 21 – Nov. 16, 2014
A Christmas Carol by Charles Dickens, Adapted by Mark Cuddy, Music & Lyrics by Gregg Coffin Nov. 26 – Dec. 27, 2014
Little Shop of Horrors by Howard Ashman & Alan Menken Jan. 13 – Feb. 15, 2015
Women in Jeopardy! by Wendy MacLeod Feb. 24 – Mar. 22, 2015*
The Mountaintop by Katori Hall Mar. 31 – Apr. 26, 2015*
Vanya & Sonia & Masha & Spike by Christopher Durang May 5 – May 31, 2015

FIELDING STAGE SEASON

Til Death Do Us Part by Maripat Donovan Nov. 4 – Dec. 14, 2014
Katherine's Colored Lieutenant by Nora Cole Feb. 5 – Feb. 22, 2015*
A Body of Water by Lee Blessing Mar. 19 – Apr. 5, 2015
The Road to Where by Cass Morgan Apr. 23 – May 10, 2015*

READINGS, FESTIVALS & EVENTS

First Niagara Rochester Fringe Festival
 Geva Comedy Improv
 The Hornets' Nest
 Festival of New Theatre
 Plays in Progress
 Regional Writers Showcase
 Young Writers Showcase

*WORLD PREMIERE

Production and Attendance	
Number of Productions	13
Number of Public Readings and Events	81
Total Number of Performances and Events	434
Total Number of Tickets	122,815
Number of Subscribers	9,838
Subscriber Renewal Rate	80.07%
Donor Statistics	
Number of Individual Donors	1,877
Individual Donor Renewal Rate	65.8%
% of Subscriber Households Donating	31.5%
Education, Outreach and Engagement	
Number of Educational Programs	28
Total Student Participation	16,744
Student Matinee Attendance	7,247
Student Discount Tickets	4,350
Discovery Workshop Participants	720
Total Adult Participation	25,633
Prologue Attendees	21,280
Accessibility Services Attendance	680
Theatre Tour Attendance	400
Total Education and Outreach Participation	42,377
Employment and Economic Impact	
Total Full-Time, Part-Time and Seasonal Employees	299
Number of Volunteers	503
Estimated Economic Impact	\$10MM



A happy 'victim' of Audrey II at Magic in the Making
 Photo by immaginé Photography

FINANCIAL HIGHLIGHTS

OPERATING RESULTS: Geva Theatre Center's operating results improved from an operating loss of (\$245,768) in FY2014 to an operating loss of (\$235,942) or 3.48% of functional expenses in FY2015.

■ Geva achieved positive cash flow from operations in the amount of \$249,097 for the year ended July 31, 2015, improving unrestricted working capital to (\$870,433) or -1.5 months of operations.

■ Total operating revenue, support and releases decreased 2.4%, and total operating expenses decreased 2.5%.

■ Unrestricted cash contributions overall remained unchanged, individual giving saw a 3.16% decrease, however corporate contributions increased 21.2%.

■ Total ticket income decreased 3.54% to \$3,793,293 in FY2015 from \$3,932,724 in FY2014, attributable to a \$120,155 decrease in subscription sales and not having summer season due to construction.

CAPITAL CAMPAIGN: Geva is in a capital and endowment campaign, which raised \$2,153,564 in cash and pledges in FY2015.

■ New contributions and investment gains brought total endowment and quasi-endowment assets to \$1,835,039 on July 31, 2015.

■ Geva implemented \$969,074 in improvements to property and equipment, namely facility renovations to the rehearsal room, administrative spaces, and basement dressing rooms.

FY2015 FINANCIAL STATEMENTS

To obtain a copy of the complete audited financial statements, please call (585) 232-1366

STATEMENT OF FINANCIAL POSITION					
JULY 31,	UNRESTRICTED	TEMPORARILY RESTRICTED	PERMANENTLY RESTRICTED	TOTALS	
				2015	2014
ASSETS					
Current Assets					
Cash, Cash Equivalents and Certificates of Deposit	\$ 945,849	\$ 2,701,757	\$ -	\$ 3,647,606	\$ 1,726,455
Accounts, Contributions and Grants Receivable, Net	\$ 559,118	\$ 635,704	\$ 98,748	\$ 1,293,570	\$ 1,574,256
Prepaid Expenses and Other Current Assets	\$ 376,065	\$ -	\$ -	\$ 376,065	\$ 304,302
Total Current Assets	\$ 1,881,032	\$ 3,337,461	\$ 98,748	\$ 5,317,241	\$ 3,605,013
Property and Equipment, Net	\$ 4,021,786	\$ -	\$ -	\$ 4,021,786	\$ 3,431,322
Pledges Receivable, Net of Discounts and Allowances	\$ -	\$ 511,795	\$ 5,177	\$ 516,972	\$ 355,210
Investments	\$ 542,752	\$ 296,440	\$ 1,295,847	\$ 2,135,039	\$ 1,765,335
Due To/From	\$ (82,107)	\$ 77,345	\$ 4,762	\$ -	\$ -
TOTAL ASSETS	\$ 6,363,463	\$ 4,223,041	\$ 1,404,534	\$ 11,991,038	\$ 9,156,880
LIABILITIES					
Current Liabilities					
Accounts Payable and Accrued Expenses	\$ 276,408	\$ 578,811	\$ -	\$ 855,219	\$ 281,143
Deferred Revenue, Net of Deferred Expense	\$ 2,475,057	\$ -	\$ -	\$ 2,475,057	\$ 2,086,293
Total Current Liabilities	\$ 2,751,465	\$ 578,811	\$ -	\$ 3,330,276	\$ 2,367,436
Long-Term Debt	\$ 729,622	\$ -	\$ -	\$ 729,622	\$ 729,622
TOTAL LIABILITIES	\$ 3,481,087	\$ 578,811	\$ -	\$ 4,059,898	\$ 3,097,058
NET ASSETS	\$ 2,882,376	\$ 3,644,230	\$ 1,404,534	\$ 7,931,140	\$ 6,059,822
TOTAL LIABILITIES AND NET ASSETS	\$ 6,363,463	\$ 4,223,041	\$ 1,404,534	\$ 11,991,038	\$ 9,156,880

STATEMENT OF ACTIVITIES						
FOR THE YEAR ENDED JULY 31,	UNRESTRICTED		TEMPORARILY RESTRICTED	PERMANENTLY RESTRICTED	TOTALS	
	OPERATING ACTIVITY	CAPITAL CAMPAIGN			2015	2014
REVENUE AND SUPPORT						
Earned Revenue	\$ 4,475,045	\$ -	\$ (7,043)	\$ -	\$ 4,468,002	\$ 4,694,092
Contributions, grants and support	\$ 1,806,724	\$ 2,400	\$ 1,931,148	\$ 338,747	\$ 4,079,019	\$ 3,032,003
Net Assets Released from Restriction	\$ 184,751	\$ 1,118,192	\$ (1,177,943)	\$ -	\$ 125,000	\$ -
TOTAL REVENUE, SUPPORT AND RELEASES	\$ 6,466,520	\$ 1,120,592	\$ 746,162	\$ 338,747	\$ 8,672,021	\$ 7,726,095
EXPENSES						
Program Services	\$ 5,757,243	\$ -	\$ -	\$ -	\$ 5,757,243	\$ 5,989,448
Management & General	\$ 647,786	\$ -	\$ -	\$ -	\$ 647,786	\$ 569,639
Fundraising	\$ 296,188	\$ 99,486	\$ -	\$ -	\$ 395,674	\$ 314,865
TOTAL EXPENSES	\$ 6,701,217	\$ 99,486	\$ -	\$ -	\$ 6,800,703	\$ 6,873,952
CHANGE IN NET ASSETS	\$ (234,697)	\$ 1,021,106	\$ 746,162	\$ 338,747	\$ 1,871,318	\$ 852,143
Net Assets, Beginning of Year	\$ 2,095,967	\$ -	\$ 2,898,068	\$ 1,065,787	\$ 6,059,822	\$ 5,207,679
Net Assets, End of Year	\$ 2,882,376	\$ 1,021,106	\$ 3,644,230	\$ 1,404,534	\$ 7,931,140	\$ 6,059,822

