ARTISTIC & LITERARY HIGHLIGHTS

PRODUCTIONS: The 2015-2016 Season featured seven major productions in the Wilson Stage and four productions in the Fielding Stage. Wilson Stage and Fielding Stage highlights included:

- Classic Stories Re-told—an ancient Greek myth given a modern context in In An Iliad; a beloved Southern story with contemporary teen witnesses in To Kill a Mockingbird, a partnership with Waterford, Ireland in A Moon for the Misbegotten.
- Stories from the Heart—artistic passion and brilliance in Red; family secrets and laughter in Miracle on South Division Street; two mismatched souls that need each other in Dancing Lessons; office politics and humor in The May Queen.
- Musicals Large & Small—irreverence and spectacle in Spamalot; a tour-de-force biography in The Lion in Winter; seasonal joy and redemption in A Christmas Carol.

NEW PLAY DEVELOPMENT: Geva’s literary department continued to deepen relationships with playwrights and develop new plays for the American theatre. In fact, over the last five years, plays developed at Geva have gone on to more than 30 productions across the country and around the world. During the 2015-2016 Season, Geva supported the development of 25 new scripts, including plays by 23 writers from around the country as well as the Rochester area, and commissioned a new play by Mat Smart about the relationship between Susan B. Anthony and Frederick Douglass. Geva’s production of The May Queen—only the second production of this play—provided playwright Molly Smith Metzler with an opportunity to further enhance the story. In addition, the literary department cultivated community conversations through the theatre’s Hornets Nest series and a special event exploring the continued significance of the speeches and writings of Frederick Douglass and Susan B. Anthony.

JOURNEY TO THE SON: A CELEBRATION OF SON HOUSE: 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 performed 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.

HIGH MARKS: Rochester’s educational community once again gave Geva “Straight As” when rating:

- Effectiveness of Geva’s Educational Staff
- Communicating relevance of dramatic material
- Connection to school curriculum
- Student engagement to programming

STUDENT MATINEE SERIES: The F.L.A.Y. Student Matinee program—which provides teacher workshops, study guides, in-school artist visits and matinee performances—included sold out record breaking performances of To Kill a Mockingbird and A Christmas Carol. The program served over 8,000 students (including 1,600 Rochester City School District students, who received the program free of charge) from 94 schools drawn from 10 counties in Western, NY.

TRAINING: As part of Stage Door: To Kill a Mockingbird, Geva’s Theatre Director partnered with School of the Arts (SOTA) to provide professional mentorship in theatrical production. Simultaneously to the creation of Geva’s production of To Kill a Mockingbird, Geva’s Director, Cast, Crew, Dramaturg, Designers, and the Production, Marketing, and Development teams joined forces to mentor the SOTA students as they rehearsed To Kill a Mockingbird at their school. This collaboration culminated in the SOTA students performing their own production of To Kill a Mockingbird on Geva’s set in the Wilson Stage, with technical support from Geva’s professional staff, in front of a sold out audience.

EDUCATION AND COMMUNITY HIGHLIGHTS

EDUCATIONAL OUTREACH: Geva has a long-standing commitment to creating educational opportunities that are open to all. In the 2015-16 Season, Geva partnered with the Rochester City School District to provide ticket discounts for students, which reached over 3,000 students. Geva’s Education Outreach Program, which supports enrichment arts programs in the schools, reached over 13,000 students and 10,000 teacher professionals in the community. Geva’s education programs reached 148,550 students during the 2015-2016 Season.

TRAINING & LEADERSHIP: Geva continued to pursue a commitment to the training and leadership development of our next generation of theatre professionals. Geva’s Summer Academy for 8th-12th graders provided a safe and supportive environment for high school students to experience the creative process, learn acting and ensemble building, and develop a vocabulary to enhance their connection to the theatre. Geva’s professional staff, in front of a sold out audience.

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FINANCIAL HIGHLIGHTS

OPERATING RESULTS: Geva Theatre Center’s operating results improved from an operating loss of ($233,942) in FY2015 to an operating loss of ($72,272) in FY2016 or 1.01% of functional expenses in FY2016.

- Geva achieved positive cash flow from operations in the amount of $94,334 for the year ended July 31, 2016, improving unrestricted working capital to ($855,844) or -1.44% of total assets.
- Total operating revenue, support and releases increased 10.39%, and total operating expenses increased by only 7.61%.
- Unrestricted cash contributions grew 4.74% in FY2016, including a 12% increase in individual giving.
- Total ticket income increased 13.1% to $4,293,086 in FY2016 from $3,793,293 in FY2015, attributable to a $106,000 increase in subscription sales and approximately $3,500 in single ticket income.

CAPITAL CAMPAIGN: Geva successfully completed the Front & Center capital and endowment campaign, which raised over $11M.

- New contributions and investment gains brought total unrestricted and endowment assets to $2,106,729 on July 31, 2016.
- For the final phase of the campaign, Geva implemented $5.5M in improvements to property and equipment, namely facility renovations to the lobby, café & bar, seating in the Wilson Stage and the creation of a new mezzanine level in the lobby which holds new event and lounge space.