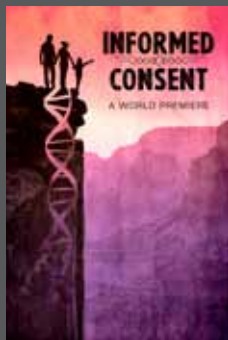




Monica West and John Gregorio



David Mason and Brenda Withers



Kristen Adele



Michael McGrath and Nolan Casey



Production Photographs by Ken Huth

**PRODUCTIONS:** The 2013-2014 Season featured seven major productions in the Wilson Mainstage, six productions in the Fielding Nextstage and a special Conservatory production during the summer. A central feature of the repertory in both theatres was the integration of playwrights-in-residence, as Geva produced four world premieres and two second productions of new plays during the season. Mainstage and Nextstage highlights included:

■ **High Risk Acting Achievements:** Tour-de-force multi-character portrayals in *The 39 Steps*; solo performance in *Stranded on Earth*; boldly provocative language in *Clybourne Park*; and up-until-Opening script changes in *Informed Consent*.

■ **Powerful Relationships Onstage:** Black and white characters finding their way towards a common bond in *Black Pearl Sings!* and the award-winning *I and You*; African American and Native American characters struggling to make sense of Caucasian do-gooders in *Clybourne Park* and *Informed Consent*.

■ **Music Filling Hearts:** Down-home country folk and jazz in *Pump Boys and Dinettes*; exuberance and spirituality in *A Christmas Carol*; and heart-breaking hope in *The 25th Annual Putnam County Spelling Bee*.

**COHORT CLUB:** The second year of this innovative audience engagement program immersed 40 community members in the entire artistic process, from first rehearsal to opening night, of *All Your Questions Answered*, *The 39 Steps*, *Informed Consent* and *Tinker to Evers to Chance*. 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 reinvigorated the Festival of New Theatre to deepen relationships with playwrights. The 2013-2014 Season included full productions of three plays from Geva's new play development programs. In addition, Geva supported the development of 16 new scripts, including *Women in Jeopardy!* by Wendy MacLeod, *The Road to Where* by Cass Morgan and *Katherine's Colored Lieutenant* by Nora Cole, each of which will premiere at Geva in 2015. The TCG/Fox Foundation Fellowship for Actors supported the residency of writer/actor Nora Cole while she worked on her play. Geva also commissioned playwright Keith Glover to write a new play about legendary blues musician and Rochesterian Son House.



The Odd Couple

**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 *Clybourne Park* and *A Christmas Carol*. The program served 6,000 students, including 1,600 Rochester City School District students, who received the program free of charge.

**TRAINING:** As part of the Geva Theatre Center/SUNY Brockport Alliance, the wonderfully received university production of *Avenue Q* (directed by Geva Directing Fellow Amanda Friou) was sent to the American College Theater Festival at the Kennedy Center in Washington, DC. The summer also featured a conservatory production of *The 25th Annual Putnam County Spelling Bee*, which allowed college actors to gain experience working alongside professionals.

**THEATRE AND RACE: A COMMUNITY CONVERSATION:** Four Geva productions served as springboards to continue the community's dialogue about race. Geva developed a successful formula for conducting open and honest discussions about race following every performance of *Clybourne Park*, including student matinees. Other events and partnerships included panel discussions at Geva and in the community, pre- and post-performance discussions, the Central Library's Teen Central program, a WXXI "Need to Know" special and the 4th Annual Essie Calhoun Diversity in the Arts Award. This community initiative served over 35,000 people.

**COMMUNITY PARTNERSHIPS:** Geva partnered with WXXI/The Little Theatre to launch cross-promotional film festivals related to Geva productions, including the Alfred Hitchcock Film Festival tied to *The 39 Steps* and the Neil Simon Film Festival tied to *The Odd Couple*.

**INNOVATION LAB:** As the culmination of Geva's participation in the EmcArts Innovation Lab for the Performing Arts, supported by the Doris Duke Charitable Foundation, Geva tested a patron-playwright prototype focused on forging a new bond between patrons and artists through engagement, relationship building and artist-patron centered programming. Lessons learned during the Innovation Lab continue to impact programming, operations and organizational strategy.

Democrat & Chronicle  
media group

**THE DEMOCRAT AND CHRONICLE  
2014 ROCHESTER'S CHOICE AWARDS**

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

CITY  
NEWSPAPER

**ROCHESTER CITY NEWSPAPER  
BEST OF ROCHESTER AWARDS 2014**

- **Best Local Theatre Company**
- **Best Local Comedy Group**  
*Geva Comedy Improv*



Student Matinee

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www.GevaTheatre.org | (585) 232-Geva

75 Woodbury Boulevard, Rochester, NY 14607

**WILSON MAINSTAGE SEASON**

\*WORLD PREMIERE

**Pump Boys and Dinettes** | Book, Music & Lyrics by John Foley, Mark Hardwick, Debra Monk, Cass Morgan, John Schimmel, Jim Wann | Sep. 10 - Oct. 13, 2013  
**The 39 Steps** | Adapted by Patrick Barlow | Oct. 22 - Nov. 17, 2013  
**A Christmas Carol** | By Charles Dickens, Adapted by Mark Cuddy, Music & Lyrics by Gregg Coffin | Nov. 27 - Dec. 28, 2013  
**Last Gas** | By John Cariani | Jan. 7 - Feb. 2, 2014  
**Clybourne Park** | By Bruce Norris | Feb. 11 - Mar. 9, 2014  
**Informed Consent** | By Deborah Zoe Lauffer | March 18 - Apr. 13, 2014\*  
**The Odd Couple** | By Neil Simon | April 22 - May 24, 2014

**FIELDING NEXTSTAGE SEASON**

**All Your Questions Answered** | By Greg Kotis | Sep. 29 - Oct. 13, 2013\*  
**Late Nite Catechism II** | By Maripat Donovan | Nov. 5 - Dec. 15, 2013  
**Black Pearl Sings** | By Frank Higgins | Jan. 23 - Feb. 9, 2014  
**Stranded on Earth** | By Eric Coble | Mar. 6 - Mar. 23, 2014  
**I and You** | By Lauren Gunderson | Apr. 10 - Apr. 27, 2014\*  
**Tinker to Evers to Chance** | By Mat Smart May 15 - Jun. 1, 2014\*

**SUMMER SEASON**

**The 25th Annual Putnam County Spelling Bee** | Music & Lyrics by William Finn, Book by Rachel Sheinkin, conceived by Rebecca Feldman with additional material by Jay Reiss | July 9 - July 27, 2014

**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

Photo courtesy of the Democrat and Chronicle



Magic in the Making

Production and Attendance	
Number of Productions	14
Number of Public Readings and Events	84
Total Number of Performances and Events	492
Total Number of Tickets	125,033
Number of Subscribers	10,705
Subscriber Renewal Rate	89.3%
Donor Statistics	
Number of Individual Donors	1,950
Individual Donor Renewal Rate	67.2%
% of Subscriber Households Donating	27.4%
Education, Outreach and Engagement	
Number of Educational Programs	28
<b>Total Student Participation</b>	<b>15,262</b>
Student Matinee Attendance	6,000
Student Discount Tickets	4,387
Discovery Workshop Participants	580
<b>Total Adult Participation</b>	<b>28,708</b>
Prologue Attendees	21,930
Accessibility Services Attendance	680
Theatre Tour Attendance	400
<b>Total Education and Outreach Participation</b>	<b>42,806</b>
Employment and Economic Impact	
Total Full-Time, Part-Time and Seasonal Employees	299
Number of Volunteers	503
Estimated Economic Impact	\$10MM

## FINANCIAL HIGHLIGHTS

**OPERATING RESULTS:** Geva Theatre Center's operating results declined from an operating loss of (\$56,806) in FY2013 to an operating loss of (\$245,768) or -3.6% of functional expenses in FY2014.

- For the third year in a row, Geva achieved positive cash flow from operations. Operating cash flow was \$86,736 for the year ended July 31, 2014, improving unrestricted working capital to (\$956,170) or -1.7 months of operations.
- Total operating revenue, support and releases decreased 1.9%, and total operating expenses increased 0.9%.
- Unrestricted cash contributions grew 7.4% in FY2014, including a 24.6% increase in individual giving.
- Subscription income increased 9.8% to \$2,135,379 in FY2014. Overall, however, total ticket income decreased 3.9% to \$3,932,724 in FY2014 from \$4,091,142 in FY2013, due to declines in summer, holiday and Nextstage sales.

**CAPITAL CAMPAIGN:** *Front & Center: The Campaign for Geva*, a capital and endowment campaign, raised \$972,535 in cash and pledges in FY2014.

- New contributions and investment gains brought total endowment and quasi-endowment assets to \$1,765,335 on July 31, 2014.
- Geva implemented \$809,038 in improvements to property and equipment, namely accessibility improvements and completion of the HVAC replacement.



Front &amp; Center Campaign, planned renovations

STATEMENT OF FINANCIAL POSITION					
JULY 31,	UNRESTRICTED	TEMPORARILY RESTRICTED	PERMANENTLY RESTRICTED	TOTALS	
				2014	2013
<b>ASSETS</b>					
<b>Current Assets</b>					
Cash, Cash Equivalents and Certificates of Deposit	\$ 642,228	\$ 1,084,227	\$ -	\$ 1,726,455	\$ 1,801,066
Accounts, Contributions and Grants Receivable, Net	\$ 464,736	\$ 985,520	\$ 124,000	\$ 1,574,256	\$ 1,107,502
Prepaid Expenses and Other Current Assets	\$ 304,302	\$ -	\$ -	\$ 304,302	\$ 284,795
<b>Total Current Assets</b>	<b>\$ 1,411,266</b>	<b>\$ 2,069,747</b>	<b>\$ 124,000</b>	<b>\$ 3,605,013</b>	<b>\$ 3,193,363</b>
<b>Property and Equipment, Net</b>	<b>\$ 3,431,322</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 3,431,322</b>	<b>\$ 3,000,883</b>
<b>Pledges Receivable, Net of Discounts and Allowances</b>	<b>\$ -</b>	<b>\$ 355,210</b>	<b>\$ -</b>	<b>\$ 355,210</b>	<b>\$ 432,688</b>
<b>Investments</b>	<b>\$ 523,920</b>	<b>\$ 303,483</b>	<b>\$ 937,932</b>	<b>\$ 1,765,335</b>	<b>\$ 1,624,135</b>
<b>Due To/From</b>	<b>\$ (173,483)</b>	<b>\$ 169,628</b>	<b>\$ 3,855</b>	<b>\$ -</b>	<b>\$ -</b>
<b>TOTAL ASSETS</b>	<b>\$ 5,193,025</b>	<b>\$ 2,898,068</b>	<b>\$ 1,065,787</b>	<b>\$ 9,156,880</b>	<b>\$ 8,251,069</b>
<b>LIABILITIES</b>					
<b>Current Liabilities</b>					
Accounts Payable and Accrued Expenses	\$ 281,143	\$ -	\$ -	\$ 281,143	\$ 317,639
Deferred Revenue, Net of Deferred Expense	\$ 2,086,293	\$ -	\$ -	\$ 2,086,293	\$ 1,996,129
<b>Total Current Liabilities</b>	<b>\$ 2,367,436</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 2,367,436</b>	<b>\$ 2,313,768</b>
<b>Long-Term Debt</b>	<b>\$ 729,622</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 729,622</b>	<b>\$ 729,622</b>
<b>TOTAL LIABILITIES</b>	<b>\$ 3,097,058</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 3,097,058</b>	<b>\$ 3,043,390</b>
<b>NET ASSETS</b>	<b>\$ 2,095,967</b>	<b>\$ 2,898,068</b>	<b>\$ 1,065,787</b>	<b>\$ 6,059,822</b>	<b>\$ 5,207,679</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$ 5,193,025</b>	<b>\$ 2,898,068</b>	<b>\$ 1,065,787</b>	<b>\$ 9,156,880</b>	<b>\$ 8,251,069</b>

STATEMENT OF ACTIVITIES						
FOR THE YEAR ENDED JULY 31,	UNRESTRICTED		TEMPORARILY RESTRICTED	PERMANENTLY RESTRICTED	TOTALS	
	OPERATING ACTIVITY	CAPITAL CAMPAIGN			2014	2013
<b>REVENUE AND SUPPORT</b>						
Earned Revenue	\$ 4,628,601	\$ -	\$ 65,491	\$ -	\$ 4,694,092	\$ 4,867,787
Contributions, grants and support	\$ 1,798,925	\$ 2,300	\$ 1,104,009	\$ 126,769	\$ 3,032,003	\$ 2,817,466
Net Assets Released from Restriction	\$ 166,051	\$ 849,309	\$ (1,015,360)	\$ -	\$ -	\$ -
<b>TOTAL REVENUE, SUPPORT AND RELEASES</b>	<b>\$ 6,593,577</b>	<b>\$ 851,609</b>	<b>\$ 154,140</b>	<b>\$ 126,769</b>	<b>\$ 7,726,095</b>	<b>\$ 7,685,253</b>
<b>EXPENSES</b>						
Program Services	\$ 5,989,448	\$ -	\$ -	\$ -	\$ 5,989,448	\$ 5,928,425
Management & General	\$ 569,639	\$ -	\$ -	\$ -	\$ 569,639	\$ 578,044
Fundraising	\$ 280,258	\$ 34,607	\$ -	\$ -	\$ 314,865	\$ 308,358
<b>TOTAL EXPENSES</b>	<b>\$ 6,839,345</b>	<b>\$ 34,607</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 6,873,952</b>	<b>\$ 6,814,827</b>
<b>CHANGE IN NET ASSETS</b>	<b>\$ (245,768)</b>	<b>\$ 817,002</b>	<b>\$ 154,140</b>	<b>\$ 126,769</b>	<b>\$ 852,143</b>	<b>\$ 870,426</b>
<b>Net Assets, Beginning of Year</b>	<b>\$ 1,524,733</b>		<b>\$ 2,743,928</b>	<b>\$ 939,018</b>	<b>\$ 5,207,679</b>	<b>\$ 4,337,253</b>
<b>Net Assets, End of Year</b>	<b>\$ 2,095,967</b>		<b>\$ 2,898,068</b>	<b>\$ 1,065,787</b>	<b>\$ 6,059,822</b>	<b>\$ 5,207,679</b>

