# 2015 - 2016 ANNUAL REPORT

Mark Cuddy | *Artistic Director* Christopher Mannelli | *Executive Director* 











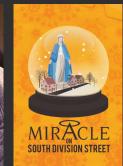












Photograph of Mark Lambert by Ron Heer

**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 *An Illiad*; 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*; 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; 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.

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

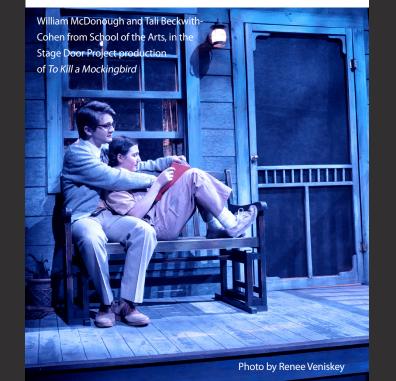
- Effectiveness of Geva's Educational Staff
- Communicating relevance of dramatic material
- Connection to school curriculum

**TY** HIGHLIGHTS

Student engagement to programming

**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 record breaking performances of *To Kill a Mockingbird* and *A Christmas Carol*. The program served over 8,000 studetns (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 Theater Center 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.



Democratand Chronicle media group

## THE DEMOCRAT AND CHRONICLE 2016 ROCHESTER'S CHOICE AWARDS

 Best Theatre/Performance Company (15 consecutive years)



# ROCHESTER CITY NEWSPAPER BEST OF ROCHESTER AWARDS 2016

- Best Local Theatre Company
- Best Theatre Production
  To Kill a Mockingbird
- Best Local Comedy Group Geva Comedy Improv



### 2015-2016 BOARD OF TRUSTEES

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



### **WILSON STAGE SEASON**

**Monty Python's Spamalot!** book & lyrics by Eric Idle, music by John Du Prez & Eric Idle Sep. 9 – Oct. 11, 2015

**Red** by John Logan Oct. 20 – Nov. 15, 2015

**A Christmas Carol** by Charles Dickens, Adapted by Mark Cuddy, Music & Lyrics by Gregg Coffin Nov. 25 – Dec. 27, 2015

Miracle on South Division Street by Tom Dudzick Jan. 12 – Feb. 7, 2016

To Kill a Mockingbird adapted by Christopher Sergel Feb. 16 – Mar. 20, 2016

A Moon for the Misbegotten by Eugene O'Neill Mar. 29 – Apr. 24, 2016

The May Queen by Molly Smith Metzler May 3 – May 29, 2016

### **FIELDING STAGE SEASON**

The Lion by Benjamin Scheuer Nov. 11 – Nov. 22, 2015

An Iliad by Lisa Peterson & Denis O'Hare Feb. 4 – Feb. 21, 2016

Will My Bunny Go to Heaven? Sister's Easter Catechism

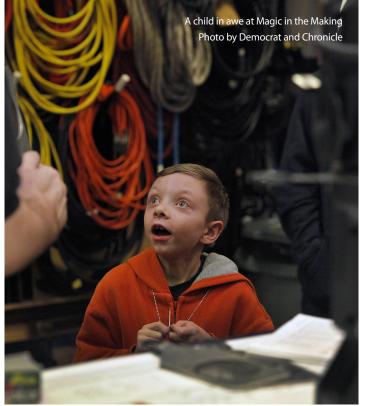
Mar. 1 – Mar. 27, 2016

**Dancing Lessons** by Mark St. Germain Apr. 14 – May 1, 2016

### **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

Production and Attendance										
Number of Productions	16									
Number of Public Readings and Events	67									
Total Number of Performances and Events	432									
Total Number of Tickets	133,606									
Number of Subscribers	10,459									
Subscriber Renewal Rate	84.70%									
Donor Statistics										
Number of Individual Donors	2,102									
Individual Donor Renewal Rate	69.3%									
% of Subscriber Households Donating	34.56%									
Education, Outreach and Engagement										
Number of Educational Programs	28									
<b>Total Student Participation</b>	22,840									
Student Matinee Attendance	8,484									
Student Discount Tickets	4,681									
Discovery Workshop Participants	500									
<b>Total Adult Participation</b>	29,093									
Prologue Attendees	21,298									
Accessibility Services Attendance	1,660									
Theatre Tour Attendance	400									
Total Education and Outreach Participation	51,933									
Employment and Economic Impact										
Total Full-Time, Part-Time and Seasonal Employees	291									
Number of Volunteers	475									
Number of volunteers										



FINANCIAL HIGHLIGHTS

**OPERATING RESULTS**: Geva Theatre Center's operating results improved from an operating loss of (\$235,942) 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 months of operations.
- 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 13.19% to \$4,293,086 in FY2016 from \$3,793,293 in FY2015, attributable to a \$106,000 increase in subscription sales and approximately \$340,000 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 endowment and quasi-endowment assets to \$2,108,898 on July 31, 2016
- For the final phase of the campaign, Geva implemented \$3.5M 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.

# FY2016 FINANCIAL STATEMENTS ain a copy of the complete audited financial statements, please call (585) 232-1366

		STATEMEN	IT.	OF FINANC	IA	L POSITION						
				TEMPORARILY		PERMANENTLY		TOTALS				
JULY 31,			U	NRESTRICTED		RESTRICTED		RESTRICTED		2016		2015
ASSETS Current Assets Cash, Cash Equivalents and Certificates of I Accounts, Contributions and Grants Receiv Prepaid Expenses and Other Current Assets	able		\$ \$ \$	1,032,620 485,423 332,270	\$	904,507 473,759 -		- 99,081 -	\$ \$ \$	1,937,127 1,058,263 332,270	\$	3,647,606 1,293,570 376,065
Total Current Assets Property and Equipment, Net Pledges Receivable, Net of Discounts and A Investments Due To/From	llow	/ances	\$ \$ \$ \$	1,850,313 7,278,180 - 544,869 (179,224)	\$	1,378,226 - 667,297 256,005 174,463	\$	99,081 - 4,845 1,305,848 4,761	\$	3,327,660 7,278,180 672,142 2,106,722	\$	5,317,241 4,021,786 516,972 2,135,039
TOTAL ASSETS			\$	9,494,138	\$	2,476,031	\$	1,414,535	\$	13,384,704	\$	11,991,038
LIABILITIES Current Liabilities Accounts Payable and Accrued Expenses Deferred Revenue, Net of Deferred Expense Current Portion of Long Term Debt	2		\$ \$ \$	326,762 2,344,543 34,852		392,398 -	\$	-	\$ \$ \$	719,160 2,344,543 34,852	\$	855,219 2,475,057 -
Total Current Liabilities Long-Term Debt			\$ \$	2,706,157 1,698,900	\$ \$	392,398 -	\$ \$	-	\$ \$	3,098,555 1,698,900		3,330,276 \$729,622
TOTAL LIABILITIES NET ASSETS			\$ \$	4,405,057 5,089,081	\$ \$	392,398 2,083,633		- 1,414,535	\$ \$	4,797,455 8,587,249		4,059,898 7,931,140
TOTAL LIABILITIES AND NET ASSETS			\$	9,494,138	\$	2,476,031	\$	1,414,535	\$	13,384,704	\$	11,991,038
		STAT	ΕN	IENT OF AC	Tľ	VITIES						
	UNRESTRICTED							TOTALS				
FOR THE YEAR ENDED JULY 31,		OPERATING ACTIVITY		CAPITAL CAMPAIGN		TEMPORARILY RESTRICTED		ERMANENTLY RESTRICTED	Г	2016		2015
REVENUE AND SUPPORT  Earned Revenue  Contributions, grants and support  Net Assets Released from Restriction	\$ \$ \$	4,902,301 2,022,512 124,885	\$	- 2,310,327	\$ \$ \$	(40,435) 915,050 (2,435,212)	\$	- 10,001 -	\$ \$ \$	4,861,866 2,947,563 -		4,468,002 4,079,019 125,000
TOTAL REVENUE, SUPPORT AND RELEASES	\$	7,049,698	\$	2,310,327	\$	(1,560,597)	\$	10,001	\$	7,809,429	\$	8,672,021
EXPENSES  Program Services  Management & General Fundraising	\$ \$ \$	6,127,759 635,031 359,180	\$	- - 31,350	\$ \$ \$	- - -	\$ \$	- - -	\$ \$ \$	6,127,759 635,031 390,530	\$	5,757,243 647,786 395,674
TOTAL EXPENSES	\$	7,121,970	\$	31,350	\$	-	\$	-	\$	7,153,320	\$	6,800,703
CHANGE IN NET ASSETS	\$	(72,272)	\$	2,278,977	\$	(1,560,597)	\$	10,001	\$	656,109	\$	1,871,318
Net Assets, Beginning of Year		\$ 2,88	2,3	76	\$	3,644,230	\$	1,404,534	\$	7,931,140	\$	6,059,822
Net Assets End of Year		÷ = 000		01	1	2 002 622	_	1 414 535	7	0.507.340	_	7.024.440

