

Geva

Theatre

Center

2015 - 2016

ANNUAL REPORT

Mark Cuddy | Artistic Director

Christopher Mannelli | Executive Director

A photograph of two actors on stage. One actor is in a white tunic with a gold cross, and the other is in a white tunic with a gold crown. They are both smiling and looking towards the camera.

A photograph of a red wall with the word "RED" in white capital letters.

A photograph of a man in a brown jacket and brown pants, standing on a stage and looking towards the camera.

A photograph of a man and a woman in costumes. The man is wearing a crown and a red cape, and the woman is wearing a red dress. They are both smiling and looking towards the camera.

A photograph of a man in a white tunic with a gold cross, holding a golden chalice. He is smiling and looking towards the camera.

A photograph of a young girl in a yellow shirt and blue overalls, standing on a stage and looking towards the camera.

A photograph of a small house on a hill, with a full moon in the sky.

A photograph of two women. One woman is wearing a grey sweater and the other is wearing a blue sweater. They are both smiling and looking towards the camera.

A photograph of two men in a room. One man is standing and the other is kneeling. They are both looking towards the camera.

A photograph of a bird in a tree, with the title "To Kill a Mockingbird" written in a stylized font.

A photograph of a woman in a black dress, sitting at a desk and looking towards the camera.

A photograph of a snow globe with a house inside, and the title "MIRACLE ON SOUTH DIVISION STREET" written below it.

Photograph of Mark Lambert by Ron Heekens, Jr.
All Other Production Photographs by Ken Huth.

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 *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.

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
- Communicating relevance of dramatic material
- Connection to school curriculum
- 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 studentns (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.

William McDonough and Tali Beckwith-Cohen from School of the Arts, in the Stage Door Project production of *To Kill a Mockingbird*

A photograph of two young people sitting on a bench in front of a wooden door. They are both looking towards the camera.

Photo by Renee Veniskey

AWARDS

The logo for the Democrat and Chronicle media group, featuring the text "Democrat and Chronicle media group" in a stylized font.

THE DEMOCRAT AND CHRONICLE
2016 ROCHESTER’S CHOICE AWARDS

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

The logo for City Newspaper, featuring the word "CITY" in a large, bold font and "NEWSPAPER" in a smaller font below it.

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

A photograph of a group of young people in a room, some are standing and some are sitting on the floor. They are all looking towards the camera.

Summer Academy 2016. Photo by imaginé Photography

2015-2016 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*

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

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
Total Student Participation	22,840
Student Matinee Attendance	8,484
Student Discount Tickets	4,681
Discovery Workshop Participants	500
Total Adult Participation	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
Estimated Economic Impact	\$10MM



A child in awe at Magic in the Making
Photo by Democrat and Chronicle

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

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		
				2016	2015	
ASSETS						
Current Assets						
Cash, Cash Equivalents and Certificates of Deposit	\$ 1,032,620	\$ 904,507	\$ -	\$ 1,937,127	\$ 3,647,606	
Accounts, Contributions and Grants Receivable, Net	\$ 485,423	\$ 473,759	\$ 99,081	\$ 1,058,263	\$ 1,293,570	
Prepaid Expenses and Other Current Assets	\$ 332,270	\$ -	\$ -	\$ 332,270	\$ 376,065	
Total Current Assets	\$ 1,850,313	\$ 1,378,226	\$ 99,081	\$ 3,327,660	\$ 5,317,241	
Property and Equipment, Net	\$ 7,278,180	\$ -	\$ -	\$ 7,278,180	\$ 4,021,786	
Pledges Receivable, Net of Discounts and Allowances	\$ -	\$ 667,297	\$ 4,845	\$ 672,142	\$ 516,972	
Investments	\$ 544,869	\$ 256,005	\$ 1,305,848	\$ 2,106,722	\$ 2,135,039	
Due To/From	\$ (179,224)	\$ 174,463	\$ 4,761	\$ -	\$ -	
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	\$ 326,762	\$ 392,398	\$ -	\$ 719,160	\$ 855,219	
Deferred Revenue, Net of Deferred Expense	\$ 2,344,543	\$ -	\$ -	\$ 2,344,543	\$ 2,475,057	
Current Portion of Long Term Debt	\$ 34,852	\$ -	\$ -	\$ 34,852	\$ -	
Total Current Liabilities	\$ 2,706,157	\$ 392,398	\$ -	\$ 3,098,555	\$ 3,330,276	
Long-Term Debt	\$ 1,698,900	\$ -	\$ -	\$ 1,698,900	\$ 729,622	
TOTAL LIABILITIES	\$ 4,405,057	\$ 392,398	\$ -	\$ 4,797,455	\$ 4,059,898	
NET ASSETS	\$ 5,089,081	\$ 2,083,633	\$ 1,414,535	\$ 8,587,249	\$ 7,931,140	
TOTAL LIABILITIES AND NET ASSETS	\$ 9,494,138	\$ 2,476,031	\$ 1,414,535	\$ 13,384,704	\$ 11,991,038	
STATEMENT OF ACTIVITIES						
FOR THE YEAR ENDED JULY 31,	UNRESTRICTED		TEMPORARILY RESTRICTED	PERMANENTLY RESTRICTED	TOTALS	
	OPERATING ACTIVITY	CAPITAL CAMPAIGN			2016	2015
REVENUE AND SUPPORT						
Earned Revenue	\$ 4,902,301	\$ -	\$ (40,435)	\$ -	\$ 4,861,866	\$ 4,468,002
Contributions, grants and support	\$ 2,022,512	\$ -	\$ 915,050	\$ 10,001	\$ 2,947,563	\$ 4,079,019
Net Assets Released from Restriction	\$ 124,885	\$ 2,310,327	\$ (2,435,212)	\$ -	\$ -	\$ 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	\$ 6,127,759	\$ -	\$ -	\$ -	\$ 6,127,759	\$ 5,757,243
Management & General	\$ 635,031	\$ -	\$ -	\$ -	\$ 635,031	\$ 647,786
Fundraising	\$ 359,180	\$ 31,350	\$ -	\$ -	\$ 390,530	\$ 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	\$ 2,882,376		\$ 3,644,230	\$ 1,404,534	\$ 7,931,140	\$ 6,059,822
Net Assets, End of Year	\$ 5,089,081		\$ 2,083,633	\$ 1,414,535	\$ 8,587,249	\$ 7,931,140

