

2016 - 2017

Geva ANNUAL REPORT

Theatre Center

Mark Cuddy | Artistic Director
Christopher Mannelli | Executive Director

ARTISTIC & LITERARY HIGHLIGHTS

PRODUCTIONS: The 2016-2017 Season featured seven major productions in the Wilson Stage and four productions in the Fielding Stage. Wilson Stage and Fielding Stage highlights included:

Comedies Old and New – a tour de force solo memoir in *MOTHER (and me)*; an irrepressible dog in *Sylvia*; a bickering but classy couple in *Private Lives*; a snowbound couple heating up in *Sex with Strangers*.

Contemporary and Relevant Stories – worlds colliding in *Guess Who's Coming to Dinner*; Indian American siblings grieving their father in *The Lake Effect*; a wounded woman finding her own voice in the World Premiere of *Other Than Honorable*.

Musicals Large & Small – a Roman farce from Sondheim in *A Funny Thing Happened on the Way to the Forum*; gloriously tuneful harmonies in *The Marvelous Wonderettes*; and music legends coming alive in *Million Dollar Quartet*.

NEW PLAY DEVELOPMENT: Geva's literary department continued to deepen relationships with playwrights and develop new plays for the American theatre. During the 2016-2017 Season, Geva supported the development of 20 new scripts, including plays by writers from around the country as well as the Rochester area. The world premiere production of Jamie Pachino's play *Other Than Honorable* was timely and very well received, and the literary staff worked closely with playwright Mat Smart on the development of the Geva-commissioned play *The Agitators*. Over the summer, Geva's artist housing was put to great use for writing residencies. Geva commissioned a new play from L.A.-based writer Prince Gomovilas, inspired by the 1871 "Rochester Mirage," an atmospheric phenomenon that allowed Rochesterians to see all the way to Toronto. In addition, the literary department provided dramaturgical support for all of Geva's productions and cultivated community relationships and conversations through outreach, post-show conversations and the theatre's Hornets' Nest series.

EDUCATION AND COMMUNITY HIGHLIGHTS

GEVA EDUCATION IMPACT BY THE NUMBERS:

Geva's 30 programs served 47,234 participants, including 16,596 students from 84 schools and homeschools from seven counties (Monroe, Genesee, Wayne, Steuben, Livingston, Wyoming and Ontario).

The 15 P.L.A.Y. student matinee offerings (including *Lake Effect*, *A Christmas Carol*, *Private Lives* and *Guess Who's Coming to Dinner*) finished at 104% of goal (despite the weather-related cancellation of one performance).

Seven SUNY Brockport college interns began their internships "off-stage" in a variety of departments (Company Management, Costume Shop, Sound Electrics, Stage Management). Six then finished their internships on-stage in *A Christmas Carol* and *Private Lives*.

INNOVATIVE EDUCATION PROGRAMMING:

Mosaic program – Geva used *Guess Who's Coming to Dinner* as a focal point for student, parents and educators to talk about the white supremacist literature that had been distributed in Brighton and Pittsford in the fall and winter of 2016-2017. Guest speakers from the community joined an intergenerational "mosaic" of parents and students to have frank and open discussions about race, and the challenges we face inside our schools and community daily. Word spread and a new program was born. We will be moving forward with four mosaic groups (200 students and parents from Brighton, West Irondequoit, RCS D, and Greece) to discuss race and issues found in the plays Geva produces each season, and widening the aperture to include all 15 schools that contain mosaic programs in 2018-2019.

A SUMMER ACADEMY PARENT SPEAKS...

"**Summer Academy** is ALL my son can talk about! For the first time, he is excited to go back to school so he can apply everything he learned. I was most impressed by what lessons he found most valuable. He can't wait to be more open and interested in others. To listen to their ideas. To give people more chances. To feel more confident and free. To make sure others feel safe around him. You gave him a secure spot out in the world, outside his home, and the confidence to want to pass that feeling along. I have tried to find that for him for so long! I would describe his experience as truly FULFILLING, in every way possible. Again, my deepest thanks."

HORNETS' NEST: This season's Hornets' Nest proved to be our most nimble yet. In its 9th year, Martin Zimmerman's *On the Exhale*, Robert Schenkkan's *Building the Wall*, and Sean Christopher Lewis' *Black and Blue* provoked discussion about some of the most divisive topics of our times (gun control legislation, the consequences of building a wall on the US/Mexico border, and the relationship between Rochester police officers and the African American community they serve).

AWARDS

Democrat & Chronicle
media group

DEMOCRAT AND CHRONICLE ROCHESTER'S CHOICE AWARDS 2017

- Best Theatre/Performance Company (16 consecutive years)

CITY
NEWSPAPER

ROCHESTER CITY NEWSPAPER BEST OF ROCHESTER AWARDS 2017

- Best Local Theatre Company
- Best Theatre Production
Million Dollar Quartet
- Best Local Comedy Group
Geva Comedy Improv



Summer Academy 2017. Photo by imaginé Photography

2016-2017 BOARD OF TRUSTEES

- Ted Boucher, *Chair*
- Terry Hartmann, *Treasurer and Chair of Finance Committee*
- Stephanie Caffera, *Secretary*
- Maggie Symington, *Chair of Development Committee*
- Josh Stubbe, *Co-Chair of Education/Summer Curtain Call Committee*
- Theresa A. Conroy, *Co-Chair of Education/Summer Curtain Call Committee*
- Faheem Masood, *At Large*
- Joanna Grosodonia, *At Large, Immediate Past Chair and Chair of Committee on Trustees*

- | | | |
|--------------------|----------------------|----------------------|
| Dennis Bassett | Pamela Hines | Laura J. Sadowski |
| Peggy Boucher | Dawn F. Lipson | Kelly Shea |
| Barbara H. Bruning | Richard Nangreave | Sidney Sobel, M.D. |
| Betsy Carver | Suzanne Nasipak- | Grace Soong |
| Musette Castle | Chapman | Malcolm Spaul |
| Suzanne Gouvernet | Mike Ninnie | Kim Tenreiro |
| Richard Gray | Wolfgang Pfizenmaier | Samuel O. Tilton |
| Robert Healy | Leonard E. Redon | Kathleen R. Whelehan |
| | Jean Gordon Ryon | |

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



Guess Who's Coming to Dinner Student Matinee. Photo by imaginé Photography

WILSON STAGE SEASON

A Funny Thing Happened on the Way to the Forum book by Burt Shevelove & Larry Gelbert, music & lyrics by Stephen Sondheim Oct. 4 – Nov. 6, 2016
A Christmas Carol by Charles Dickens, adapted by Mark Cuddy, music & lyrics by Gregg Coffin Nov. 23 – Dec. 24, 2016
Sylvia by A.R. Gurney Jan. 10 – Feb. 5, 2017
Guess Who's Coming to Dinner adapted by Todd Kreidler Feb. 14 – Mar. 12, 2017
Private Lives by Noël Coward Mar. 21 – Apr. 16, 2017
Other Than Honorable by Jamie Pachino Apr. 3 – May 21, 2017
Million Dollar Quartet book by Floyd Mutrux and Colin Escott May 30 – Jul. 2, 2017

FIELDING STAGE SEASON

Mother (and Me) written & performed by Melinda Buckley Nov. 3 – Nov. 20, 2016
The Marvelous Wonderettes by Roger Bean Dec. 8 – Dec. 24, 2016
The Lake Effect by Rajiv Joseph Feb. 2 – Feb. 19, 2017
Sister's Catechism: The Holy Ghost and Other Terrifying Tales Mar. 7 – Apr. 2, 2017
Sex with Strangers by Laura Eason Apr. 13 – Apr. 30, 2017

READINGS, FESTIVALS & EVENTS

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 | 14 |
| Number of Public Readings and Events | 40 |
| Total Number of Performances and Events | 386 |
| Total Number of Tickets | 127,469 |
| Number of Subscribers | 10,881 |
| Subscriber Renewal Rate | 86.2% |
| Donor Statistics | |
| Number of Individual Donors | 2,037 |
| Individual Donor Renewal Rate | 52% |
| % of Subscriber Households Donating | 23% |
| Education, Outreach and Engagement | |
| Number of Educational Programs | 30 |
| Total Student Participation | 16,596 |
| Student Matinee Attendance | 6,010 |
| Student Discount Tickets | 3,900 |
| Discovery Workshop Participants | 475 |
| Total Adult Participation | 30,638 |
| Prologue Attendees | 23,047 |
| Accessibility Services Attendance | 1,665 |
| Theatre Tour Attendance | 400 |
| Total Education and Outreach Participation | 47,234 |
| Employment and Economic Impact | |
| Total Full-Time, Part-Time and Seasonal Employees | 332 |
| Number of Volunteers | 579 |
| Estimated Economic Impact | \$10MM |



Jen Cody in Sylvia. Photo by RC2 Photography.

FINANCIAL HIGHLIGHTS

OPERATING RESULTS: Geva Theatre Center's operating results decreased from an operating loss of (\$72,272) in FY16 to an operating loss of (\$203,769) or 2.6% of functional expenses in FY17.

- Geva achieved positive cash flow from operations in the amount of \$279,311 for the year ended July 31, 2017, improving unrestricted working capital to (\$612,445) or -0.9 months of operations .
- Total operating revenue, support and releases increased 5.4%, and total operating expenses increased 7% .
- Geva had an overall decrease of 3.2% in unrestricted cash contributions, with a 0.05% increase in individual giving.
- Total ticket income increased 5.7% to \$4,537,045 in FY17 from \$4,293,086 in FY16.

HISTORIC TAX CREDITS: In FY17 Geva Theatre Center entered into a Historic Tax Credit arrangement to assist in the completion of the renovation of its historic facility. The financial statements reflect all affiliate organizations.

FY2017 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 | |
| | | | | 2017 | 2016 |
| ASSETS | | | | | |
| Current Assets | | | | | |
| Cash, Cash Equivalents and Certificates of Deposit | \$ 1,344,184 | \$ 79,638 | \$ - | \$ 1,423,822 | \$ 1,937,127 |
| Accounts, Contributions and Grants Receivable, Net | \$ 421,157 | \$ 562,890 | \$ 97,081 | \$ 1,081,128 | \$ 1,058,263 |
| Prepaid Expenses and Other Current Assets | \$ 367,038 | \$ - | \$ - | \$ 367,038 | \$ 332,270 |
| Total Current Assets | \$ 2,132,379 | \$ 642,528 | \$ 97,081 | \$ 2,871,988 | \$ 3,327,660 |
| Property and Equipment, Net | \$ 9,300,041 | \$ - | \$ - | \$ 9,300,041 | \$ 7,278,180 |
| Pledges Receivable, Net of Discounts and Allowances | \$ - | \$ 335,334 | \$ 1,942 | \$ 337,276 | \$ 672,142 |
| Investments | \$ 801,490 | \$ 378,254 | \$ 1,345,732 | \$ 2,525,476 | \$ 2,106,722 |
| Due To/From | \$ 277,042 | \$ (282,803) | \$ 5,761 | \$ - | \$ - |
| TOTAL ASSETS | \$ 12,510,952 | \$ 1,073,313 | \$ 1,450,516 | \$ 15,034,781 | \$ 13,384,704 |
| LIABILITIES | | | | | |
| Current Liabilities | | | | | |
| Accounts Payable and Accrued Expenses | \$ 398,264 | \$ - | \$ - | \$ 398,264 | \$ 719,160 |
| Deferred Revenue, Net of Deferred Expense | \$ 2,499,731 | \$ - | \$ - | \$ 2,499,731 | \$ 2,344,543 |
| Current Portion of Long-Term Debt | \$ 36,297 | \$ - | \$ - | \$ 36,297 | \$ 34,852 |
| Total Current Liabilities | \$ 2,934,292 | \$ - | \$ - | \$ 2,934,292 | \$ 3,098,555 |
| Long-Term Debt | \$ 1,663,190 | \$ - | \$ - | \$ 1,663,190 | \$ 1,698,900 |
| TOTAL LIABILITIES | \$ 4,597,482 | \$ - | \$ - | \$ 4,597,482 | \$ 4,797,455 |
| NET ASSETS | \$ 7,913,470 | \$ 1,073,313 | \$ 1,450,516 | \$ 10,437,299 | \$ 8,587,249 |
| TOTAL LIABILITIES AND NET ASSETS | \$ 12,510,952 | \$ 1,073,313 | \$ 1,450,516 | \$ 15,034,781 | \$ 13,384,704 |

| STATEMENT OF ACTIVITIES | | | | | | |
|---|---------------------|---------------------|------------------------|------------------------|----------------------|---------------------|
| FOR THE YEAR ENDED JULY 31, | UNRESTRICTED | | TEMPORARILY RESTRICTED | PERMANENTLY RESTRICTED | TOTALS | |
| | OPERATING ACTIVITY | CAPITAL CAMPAIGN | | | 2017 | 2016 |
| REVENUE AND SUPPORT | | | | | | |
| Earned Revenue including Investment Activity | \$ 5,380,228 | \$ - | \$ 122,249 | \$ - | \$ 5,502,477 | \$ 4,861,866 |
| Contributions, Grants and Support | \$ 1,624,556 | \$ 181,309 | \$ 377,787 | \$ 35,981 | \$ 2,219,633 | \$ 2,947,563 |
| Net Assets Released from Restriction | \$ 233,333 | \$ 1,277,023 | \$ (1,510,356) | \$ - | \$ - | \$ - |
| Capital Contributions netted against Sale of Assets | \$ 1,893,999 | \$ - | \$ - | \$ - | \$ 1,893,999 | \$ - |
| TOTAL REVENUE, SUPPORT AND RELEASES | \$ 9,132,116 | \$ 1,458,332 | \$ (1,010,320) | \$ 35,981 | \$ 9,616,109 | \$ 7,809,429 |
| EXPENSES | | | | | | |
| Program Services | \$ 6,469,786 | \$ - | \$ - | \$ - | \$ 6,469,786 | \$ 6,127,759 |
| Management & General | \$ 889,008 | \$ - | \$ - | \$ - | \$ 889,008 | \$ 635,031 |
| Fundraising | \$ 385,603 | \$ 21,662 | \$ - | \$ - | \$ 407,265 | \$ 390,530 |
| TOTAL EXPENSES | \$ 7,744,397 | \$ 21,662 | \$ - | \$ - | \$ 7,766,059 | \$ 7,153,320 |
| CHANGE IN NET ASSETS | \$ 1,387,719 | \$ 1,436,670 | \$ (1,010,320) | \$ 35,981 | \$ 1,850,050 | \$ 656,109 |
| Net Assets, Beginning of Year | \$ 5,089,081 | \$ - | \$ 2,083,633 | \$ 1,414,535 | \$ 8,587,249 | \$ 7,931,140 |
| Net Assets, End of Year | \$ 7,913,470 | \$ 1,436,670 | \$ 1,073,313 | \$ 1,450,516 | \$ 10,437,299 | \$ 8,587,249 |

