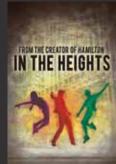
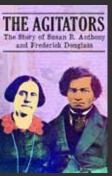
ANNUAL REPORT

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





















PRODUCTIONS: The 2017-2018 Season featured seven major productions in the Wilson Stage and four productions in the Fielding Stage. Wilson and Fielding Stage highlights included:

World Premieres – *The Agitators: The Story of Susan B.*Anthony and Frederick Douglass, One House Over and Heartland all were developed and debuted at Geva, and are now receiving other productions around the country.

Musicals Large & Small – the fastest-selling show in Geva's history by Lin-Manuel Miranda, In the Heights; the wacky and heartfelt musical comedy The Other Josh Cohen; gloriously tuneful harmonies in The Marvelous Wonderettes: Caps and Gowns; and, of course, A Christmas Carol.

Women in Comedies – a tour de force solo performance by Pam Sherman in *Erma Bombeck: At Wit's End*; hairdos and heartbreak in the safe salon of *Steel Magnolias*.

Powerful Stories Old & New – the tragic hope of a teenager we will never forget in *The Diary of Anne Frank*; four Harvard contemporaries confront their implicit bias in *Smart People*.

NEW PLAY DEVELOPMENT: Geva's literary department continued to deepen relationships with playwrights and develop new plays for the American theatre. During the 2017-2018 Season, Geva supported the development of 25 new scripts, including plays by writers from around the country as well as the Rochester area.

The world premiere of Mat Smart's *The Agitators: The Story of Susan B. Anthony and Frederick Douglass* was Geva's fastest-selling new play, and the productions of Gabriel Jason Dean's *Heartland* and Catherine Trieschmann's *One House Over* were powerful and rewarding world premieres. David Rossmer and Steve Rosen's *The Other Josh Cohen*, while not a premiere, was re-envisioned by the authors and has since gone on to an Off-Broadway production.

The literary department shepherded seven "Rochester Stories" commissions in the theatre's pipeline at various stages of development, from Keith Glover, Mat Smart, Prince Gomolvilas, Gabriel Jason Dean, David Dabbon, Allison Gregory, Catherine Trieschmann and the Universes ensemble. In addition, Geva's literary department provided dramaturgical support for all of Geva's productions and cultivated community relationships and conversations through outreach, post-show conversations and our Hornets' Nest series.

GEVA IMPACT BY THE NUMBERS:

NITY HIGHLIGHTS

Geva's 30 educational programs served 52,174 participants, including 20,032 students from 94 schools and homeschools in seven counties (Monroe, Genesee, Wayne, Stueben, Livingston, Wyoming and Ontario).

The 21 P.L.A.Y student matinee offerings (*The Agitators, A Christmas Carol, Heartland*, and *The Diary of Anne Frank*) finished at 126% of goal.

Fourteen college interns joined us, four in stage management, production, literary and education. Eleven of the fourteen also acted in three different shows – *In the Heights, A Christmas Carol*, and *The Diary of Anne Frank*.

INNOVATIVE EDUCATION PROGRAMMING:

Geva selected *The Diary Of Anne Frank* as the Stage Door Project '18, and invited a local area high school (Pittsford Mendon High School with director Kelli Loucks Hawryschuk) to create their own version of Anne Frank. The student cast worked side-by-side with Geva artists and staff throughout the rehearsal process, and all elements of the Geva production (design, marketing, dramaturgy, etc.) were mirrored by their student counterparts. The Pittsford Mendon production was performed on Geva's stage during the run of Anne Frank. The Stage Door project joined a list of educational programs that surrounded Anne Frank. The list included Discovery Guides, Discovery Workshops, the Anne Frank exhibit (with great assistance from Bonnie Abrams, the Director of the Center for Holocaust Awareness at the Jewish Federation of Greater Rochester), displays of the Anne Frank House in Amsterdam, a detailed chronology of a "day in the life of Anne Frank", and it all culminated in 11 scheduled talkbacks that afforded audiences the time to speak to, and be impacted by, the life stories of three remarkable Rochester Holocaust survivors - Steven Hess, Lea Malek and Werner Schenk.

THREE SUMMER ACADEMY STUDENTS SPEAK...

"The Academy has completely changed how I feel about myself as a person and an actor. The teachers have become mentors for me and also close friends. I would not give up the experiences I had there for anything. I am a much stronger, independent thinker than I was."

"My participation in the Summer Academy was probably one of the hardest acting experiences I have ever had. It really took me out of my comfort zone, but I do not regret it. I recommend it to all young actors that want to grow. It was absolutely amazing."

"This has been the most life-changing five weeks and I am grateful for this amazing experience. I will carry everything that I've learned with me for a long, long time."

HORNETS' NEST:

The tenth anniversary of Geva's Hornets' Nest reaffirmed the importance to our community of this popular free reading and discussion series. Karen Zacarias' Just Like Us, Michael Weller's Buyer Beware and Tammy Ryan's Molly's Hammer provoked discussion about critical issues today, including immigration reform and DACA, the tension between protecting free speech and encouraging respect and safety on college campuses, and the role of activism and protests in an increasingly divided society.

Democrat → Chronicle media group

DEMOCRAT AND CHRONICLE ROCHESTER'S CHOICE AWARDS 2018

 Best Theatre/Performance Company (17 consecutive years)

CITY

ROCHESTER CITY NEWSPAPER BEST OF ROCHESTER AWARDS 2018

- Best Local Theatre Company
- Best Theatre Production In the Heights
- Best Local Comedy Group Geva Comedy Improv



MESSENGER POST MEDIA 2018 BEST OF THE FINGER LAKES CONTEST

■ Best Theatre Destination

2017-2018 BOARD OF TRUSTEES

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Wolfgang Pfizenmaier

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

WILSON STAGE SEASON

In the Heights music & lyrics by Lin-Manuel Miranda, book by Quiara Alegria Hudes Sep. 5 – Oct. 8, 2017

The Agitators: The Story of Susan B. Anthony and Frederick Douglass by Mat Smart
Oct. 17 – Nov. 12, 2017 (Premiere)

A Christmas Carol by Charles Dickens, adapted by Mark Cuddy, music & lyrics by Gregg Coffin Nov. 22 – Dec. 24, 2017

The Other Josh Cohen book, music, & lyrics by David Rossmer & Steve Rosen Jan. 9 – Feb. 4, 2018 **The Diary of Anne Frank** by Frances Goodrich & Albert Hackett, newly adapted by Wendy Kesselman Feb. 13 – Mar. 18, 2018

One House Over by Catherine Trieschmann Apr. 3 — Apr. 29, 2018 (Premiere)

Steel Magnolias by Robert Harling May 8 – Jun. 3, 2018

Million Dollar Quartet book by Floyd Mutrux and Colin Escott Jun. 14 – Jul. 8, 2018

FIELDING STAGE SEASON

Smart People by Lydia Diamond Oct. 5 - Oct. 22, 2017

The Marvelous Wonderettes: Caps and Gowns by Roger Bean Dec. 7 – Dec. 24, 2017 Erma Bombeck: At Wit's End by Margaret Engel & Allison Engel Jan. 25 – Feb. 11, 2018 Heartland Mar. 15 - Apr. 1, 2018 (Premiere)

READINGS, FESTIVALS & EVENTS

The Hornets' Nest Hamilton Reading Festival of New Theatre Plays in Progress Regional Writers Showcase Young Writers Showcase

Production and Attendance									
Number of Productions	13								
Number of Public Readings and Events	45								
Total Number of Performances and Events	455								
Total Number of Tickets	149,293								
Number of Subscribers	11,428								
Subscriber Renewal Rate	87%								
Donor Statistics									
Number of Individual Donors	2,084								
Individual Donor Renewal Rate	50%								
% of Subscriber Households Donating	20%								
Education, Outreach and Engagement									
Number of Educational Programs	30								
Total Student Participation	20,032								
Student Matinee Attendance	9,385								
Student Discount Tickets	4,789								
Discovery Workshop Participants	630								
Total Adult Participation	32,547								
Prologue Attendees	22,015								
Accessibility Services Attendance	1,667								
Theatre Tour Attendance	420								
Total Education and Outreach Participation	52,174								
Employment and Economic Impact									
Total Full-Time, Part-Time and Seasonal Employees	349								
Number of Volunteers	604								
Estimated Economic Impact	\$10MM								

FINANCIAL HIGHLIGHTS



OPERATING RESULTS: Geva Theatre Center's operating results increased from an operating loss of (\$203,769) in FY17 to an operating surplus of \$16,525 or .19% of functional expenses in FY18.

- Geva achieved positive cash flow from operations in the amount of \$638,125 for the year ended July 31, 2018, improving unrestricted working capital to (\$550,155) or -0.78 months of operations.
- Total operating revenue, support and releases increased 14.7%, and total operating expenses increased 11.3%.
- Geva had an overall slight increase of 1% in unrestricted cash contributions, with a 0.07% decrease in individual giving.
- Total ticket income increased 21.1% to \$5,493,757 in FY18 from \$4,537,045 in FY17.

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.

FY2018 FINANCIAL STATEMENTS obtain a copy of the complete audited financial statements, please call (585) 232-1366

Net Assets Released from Restriction

Management & General

CHANGE IN NET ASSETS

EXPENSES
Program Services

Fundraising

TOTAL EXPENSES

Capital Contributions netted against Sale of Assets

TOTAL REVENUE, SUPPORT AND RELEASES

	CTATEMEN	_	OF FINIANC		DOCUTION						
JULY 31,	STATEMENT OF FINANCE UNRESTRICTED			TEMPORARILY RESTRICTED		PERMANENTLY RESTRICTED		TOTALS 2018 201			2017
ASSETS Current Assets Cash, Cash Equivalents and Certificates of D Accounts, Contributions and Grants Receiva Prepaid Expenses and Other Current Assets		\$ \$ \$	1,650,065 211,196 349,152	\$\$\$	93,719 198,982 -	\$ \$ \$	- 96,327 -	\$ \$	1,743,784 506,505 349,152	\$ \$ \$	1,423,822 1,081,128 367,038
Total Current Assets Property and Equipment, Net Pledges Receivable, Net of Discounts and Al None Current Certificate of Deposit Investments Due To/From	lowances	\$ \$ \$ \$ \$	2,210,413 9,046,281 - 612,141 965,073 45,560	\$ \$ \$ \$ \$ \$	292,701 - 182,279 - 423,143 (51,187)	\$ \$ \$ \$ \$ \$ \$	96,327 - 241 - 1,352,275 5,627	\$\$\$\$\$\$	2,599,441 9,046,281 182,520 612,141 2,740,491	\$ \$ \$ \$ \$	2,871,988 9,300,041 337,276 - 2,525,476
TOTAL ASSETS		\$	12,879,468	\$	846,936	\$	1,454,470	\$	15,180,874	\$	15,034,781
LIABILITIES Current Liabilities Accounts Payable and Accrued Expenses Deferred Revenue, Net of Deferred Expense Current Portion of Long-Term Debt		\$ \$ \$	233,154 2,488,043 39,371	\$ \$ \$	-	\$ \$ \$	- - -	\$ \$	233,154 2,488,043 39,371	\$ \$ \$	398,264 2,499,731 36,297
Total Current Liabilities Long-Term Debt		\$ \$	2,760,568 1,841,228	\$ \$	-	\$ \$	-	\$ \$	2,760,568 1,841,228	\$ \$	2,934,292 1,663,190
TOTAL LIABILITIES NET ASSETS		\$ \$	4,601,796 8,277,672	\$ \$	- 846,936	\$ \$	- 1,454,470	\$ \$	4,601,796 10,579,078	\$ \$	4,597,482 10,437,299
TOTAL LIABILITIES AND NET ASSETS		\$	12,879,468	\$	846,936	\$	1,454,470	\$	15,180,874	\$	15,034,781
STATEMENT OF ACTIVITIES											
	UNRESTRICTED		TED					TOTALS			
FOR THE YEAR ENDED JULY 31,	OPERATING ACTIVITY		CAPITAL CAMPAIGN		MPORARILY RESTRICTED		RMANENTLY RESTRICTED		2018		2017
REVENUE AND SUPPORT Earned Revenue including Investment Activity Contributions, Grants and Support	\$ 6,446,237 \$ 1,779,221	\$	- 28,495	\$	44,889 97,142		- 3,954	\$	6,491,126 1,908,812	\$	5,502,477 2,219,633

46,647 \$

75,142

2,094

2.094

73,048

(368,408) \$

(226,377)

(226,337) \$

221,614 \$

8,621,552 \$

7,370,582

686,760

422,431

8,479,773 \$

3,954

3,954

1,893,999

9,616,109

6,469,786

7,766,059

141,779 \$ 1,850,050

889,008

407,265

321,761 \$

221,614 \$

7,370,582 \$

686,760

420,337

\$ 8,477,679 \$

\$ 291,154 \$

\$ 8,768,833 \$

