

Geva Theatre Center **IMPACT REPORT**

Mark Cuddy | Artistic Director
Christopher Mannelli | Executive Director

ARTISTIC & LITERARY HIGHLIGHTS



Photos by Ron Heerkens Jr.

PRODUCTIONS: The 2018-2019 Season featured seven major productions in the Wilson Stage and four productions in the Fielding Stage. Highlights included:

World Premieres – *Hard Cell*, *The Magician’s Daughter* and *Revival: The Resurrection of Son House* were developed and debuted at Geva, and their impact is now being felt in the national field.

Powerful Stories from America’s History – the tour de force solo journey of *Thurgood* and the inventive boxing drama of *The Royale* left indelible impressions on audiences.

Musicals Old & New – the landmark musical was reimagined with *Hair* and the blues sang again in *Revival*; and, of course, *A Christmas Carol* delighted so many families and loved ones.

A Slice of Life – romance bloomed in an unlikely pair in *Fortune*, a family’s lively Thanksgiving drama unfolded in *The Humans*, and new neighbors learned hilarious lessons in *Native Gardens*.

NEW PLAY DEVELOPMENT: Geva continued to impact the theatre industry through the work of its literary department deepening relationships with playwrights and shaping new plays for production across the country. Geva supported the development of 23 new scripts, including plays by writers from around the nation as well as the Rochester area. Literary staff shepherded the theatre’s “Rochester Stories” commissions—from Keith Glover, Gabriel Jason Dean, David Dabbon, Allison Gregory, Catherine Trieschmann Miller, and the Universes ensemble—through various stages of development, and the world premieres of Glover’s *Revival: The Resurrection of Son House*, Brent Askari’s *Hard Cell*, and Lila Rose Kaplan’s *The Magician’s Daughter* were supported through workshops and intensive rehearsal processes. Literary staff also provided dramaturgical expertise for all Wilson Stage and Fielding Stage productions, and cultivated relationships and conversations with the community through outreach, post-show conversations, and the Hornets’ Nest series.

HORNETS’ NEST: The success of this free play-reading and discussion series continued to affirm its impact on our community. Bekah Brunstetter’s *The Cake*, Nikkole Salter’s *Lines in the Dust* and *The Kavanaugh Files* by NYU’s Verbatim Performance Lab provoked discussion about critical issues today, including the rights of LGBTQ+ Americans, the responsibilities of parents to give their children the best education in an unequal education system, and the ways that gender roles and norms shape how we respond to critical events.

EDUCATION & ENGAGEMENT IMPACT

EDUCATION: Geva’s 30 educational programs served 46,446 participants, including 17,386 students from 82 schools and homeschools in seven counties (Monroe, Ontario, Wayne, Livingston, Steuben, Genesee, and Wyoming).

Geva hosted early professional career experiences for 16 students including 11 interns, 3 apprentices, and 2 fellows in Stage Management, Production, Performance, Education, Finance and Advancement.

Through its acclaimed P.L.A.Y. (Performance = Literature + Art + You) Program, Geva offered a total of 14 student matinees for *Thurgood*, *A Christmas Carol*, and *The Royale*.

STUDENTS RESPOND TO THURGOOD: The six sold-out student matinee performances of *Thurgood* made a significant impact on students who attended.

“I’ll take away and remember all that one person can do—how much of a difference one person can make. I mean how could you ever choose to not even vote?”

“Thurgood Marshall is real. I’m beginning to understand how we got here.”

“I’ll never forget how Thurgood Marshall was pulled over by the cops and hassled. I mean that happens here—all the time. I see it all the time. That’s how directly this is about our lives.”

“I’ve heard of this stuff before—Plessy, Jim Crow laws, Separate but Equal, Brown v. Board of Education, but I’ve never really felt it before. It wasn’t that long ago. How did we even survive all of this?”

INNOVATIVE EDUCATION PROGRAMMING: Geva’s Mosaic Project is an annual opportunity for area high-school students to talk about the ramifications of labeling or identifying anyone as “the other.” This student-driven project was created to spark conversations about issues most impacting them. Students from schools that host Mosaic Clubs select a Geva production to attend together, set up a series of meetings to identify and explore the issues depicted in the play, and suggest facilitators to assist in a post-show discussion. Karen Zacharias’ *Native Gardens* was selected and 147 students from five area high schools (Brighton, Edison, Greece Arcadia, Northeast College Preparatory, and World of Inquiry) attended the performance, and participated in the post-show discussion on topics ranging from immigration to micro-aggression to conflict resolution.

COMMUNITY ENGAGEMENT: Geva’s newly-created engagement department began laying the groundwork for meaningful partnerships and collaborations with individuals and organizations throughout the regional community. The 2018-2019 season set the stage for impactful work to come: deepened production and audience engagement, ongoing relationships with organizations such as The Avenue Blackbox Theatre, and planning for the new Geva Education & Engagement Center (scheduled to open in 2022).

HONORS



DEMOCRAT AND CHRONICLE ROCHESTER’S CHOICE AWARDS 2019

■ **Best Theatre/Performance Company**
(18 consecutive years)



ROCHESTER CITY NEWSPAPER BEST OF ROCHESTER AWARDS 2019

■ **Best Local Theatre Company**



Photo by imaginé Photography.

2018-2019 BOARD OF TRUSTEES

Dennis Bassett, *Chair*
Kelly M. Shea, *Treasurer and Chair of Finance Committee*
Stephanie Caffera, *Secretary*
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Peggy Boucher, *Co-Chair of Education/Summer Curtain Call Committee*
Barbara H. Bruning, *Co-Chair of Education/Summer Curtain Call Committee*
Faheem Masood, *At Large*
Ted Boucher, *At Large, Immediate Past Chair and Chair of Committee on Trustees*

Edie Bieber	Diane McCue	Loren Ranaletta
Philip Burke	Richard Nangreave	Jean Gordon Ryon
Essie Calhoun-McDavid	Suzanne Nasipak-Chapman	Sidney Sobel, M.D.
Gloria Culver	Michael Ninnie	Matt Squires
Mary Anne Fox	Frank Novak	Joshua Stubbe
Richard Gray	Pamela O’Connor-Chapman	Kim Tenreiro
Lloyd A. Holmes	Wolfgang Pfizenmaier	Mimi Freund Tilton
Barbara LaVerdi		Kathleen R. Whelehan
Dawn F. Lipson		John Williams

WILSON STAGE SEASON

Hair book & lyrics by Gerome Ragni and James Rado, music by Galt MacDermot Sept. 4-Oct. 7, 2018
Thurgood by George Stevens, Jr. Oct. 16-Nov. 18, 2018
A Christmas Carol by Charles Dickens, adapted by Mark Cuddy, music & lyrics by Gregg Coffin Nov. 29-Dec. 24, 2018
Hard Cell by Brent Askari Jan. 6-Feb. 3, 2019 (Premiere)
The Humans by Stephen Karam, Feb. 19-Mar. 17, 2019
Native Gardens by Karen Zacharias' Mar. 26-Apr. 21, 2019
Revival: The Resurrection of Son House by Keith Glover, music by Son House, Billy Thompson and Keith Glover May 1-June 2, 2019 (Premiere)

FIELDING STAGE SEASON

Fortune by Deborah Zoe Lauffer Oct. 4-21, 2018
The Magician's Daughter by Lila Rose Kaplan Jan. 24-Feb. 10, 2019 (Premiere)
Erma Bombeck: At Wit's End by Margaret Engel & Allison Engel Mar. 12-31, 2019
The Royale by Marco Ramirez, Apr. 11-18, 2019

READINGS, FESTIVALS & EVENTS

Hornets' Nest • Festival of New Theatre • Plays in Progress • Regional Writers Showcase • Young Writers Showcase • Summer Curtain Call

Productions & Attendance	
Number of Productions	11
Number of Public Readings and Events	40
Total Number of Performances and Events	392
Total Number of Tickets	130,568
Number of Subscribers	11,487
Subscriber Renewal Rate	86%
Donors	
Number of Individual Donors	1,748
Individual Donor Renewal Rate	53%
% of Subscriber Households Donating	21%
Education & Engagement	
Number of Educational Programs	30
Total Student Participation	17,385
Student Matinee Performances	14
Student Matinee Attendance	5,428
Student Discount Tickets	3,251
Discovery Workshop Participants	644
Total Adult Participation	29,061
Prologue Attendees	23,569
Accessibility Services Attendance	1,665
Theatre Tour Attendance	400
Total Education and Outreach Participation	46,446
Employment & Workforce Development	
Total Full-Time, Part-Time and Seasonal Employees	351
Interns & Apprentices	16
Number of Volunteers	549



The cast of *Hair*. Photo by Ron Heerkens Jr.

FINANCIAL HIGHLIGHTS

OPERATING RESULTS: Geva Theatre Center's operating results decreased from an operating surplus of \$16,525 in FY18 to an operating deficit of (\$218,417) or .5% of functional expenses in FY19.

- Geva achieved positive cash flow from operations in the amount of \$42,419 for the year ended July 31, 2019, unrestricted working capital is recorded at (\$890,640) or -1.3 months of operations.
- Total operating revenue, support and releases decreased 8.8%, and total operating expenses decreased 5.5%.
- Geva had an overall slight increase of .5% in unrestricted cash contributions, with a 7.3% increase in individual giving.
- Total ticket income decreased 14.6% to \$4,791,837 in FY19 from \$5,493,757 in FY18. FY18 included an additional production outside of the six show subscription series which accounts for this year's change in ticket revenue.

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.

FY2019 FINANCIAL STATEMENTS

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

STATEMENT OF FINANCIAL POSITION						
JULY 31,	WITHOUT DONOR RESTRICTIONS	WITH DONOR RESTRICTIONS		TOTALS		
		Non Perpetual in Nature	Perpetual in Nature	2019	2018	
ASSETS						
Current Assets						
Cash, Cash Equivalents and Certificates of Deposit	\$ 1,178,335	\$ 724,391	\$ -	\$ 1,902,726	\$ 1,743,784	
Accounts, Contributions and Grants Receivable, Net	\$ 392,980	\$ 249,209	\$ 96,574	\$ 738,763	\$ 506,505	
Prepaid Expenses and Other Current Assets	\$ 303,308	\$ -	\$ -	\$ 303,308	\$ 349,152	
Total Current Assets	\$ 1,874,623	\$ 973,600	\$ 96,574	\$ 2,944,797	\$ 2,599,441	
Property and Equipment, Net	\$ 8,834,717	\$ -	\$ -	\$ 8,834,717	\$ 9,046,281	
Pledges Receivable, Net of Discounts and Allowances	\$ -	\$ 233,321	\$ -	\$ 233,321	\$ 182,520	
Non-Current Certificate of Deposit	\$ 416,625	\$ -	\$ -	\$ 416,625	\$ 612,141	
Investments	\$ 1,062,737	\$ 357,183	\$ 1,356,975	\$ 2,776,895	\$ 2,740,491	
Due To/From	\$ 99,310	\$ (104,936)	\$ 5,626	\$ -	\$ -	
TOTAL ASSETS	\$ 12,288,012	\$ 1,459,168	\$ 1,459,175	\$ 15,206,355	\$ 15,180,874	
LIABILITIES						
Current Liabilities						
Accounts Payable and Accrued Expenses	\$ 228,949	\$ -	\$ -	\$ 228,949	\$ 233,154	
Deferred Revenue, Net of Deferred Expense	\$ 2,493,856	\$ -	\$ -	\$ 2,493,856	\$ 2,488,043	
Current Portion of Long-Term Debt	\$ 42,458	\$ -	\$ -	\$ 42,458	\$ 39,371	
Total Current Liabilities	\$ 2,765,263	\$ -	\$ -	\$ 2,765,263	\$ 2,760,568	
Long-Term Debt	\$ 1,824,031	\$ -	\$ -	\$ 1,824,031	\$ 1,841,228	
TOTAL LIABILITIES	\$ 4,589,294	\$ -	\$ -	\$ 4,589,294	\$ 4,601,796	
NET ASSETS	\$ 7,698,718	\$ 1,459,168	\$ 1,459,175	\$ 10,617,061	\$ 10,579,078	
TOTAL LIABILITIES AND NET ASSETS	\$ 12,288,012	\$ 1,459,168	\$ 1,459,175	\$ 15,206,355	\$ 15,180,874	
STATEMENT OF ACTIVITIES						
FOR THE YEAR ENDED JULY 31,	WITHOUT DONOR RESTRICTIONS		WITH DONOR RESTRICTIONS		TOTALS	
	OPERATING ACTIVITY	CAPITAL CAMPAIGN	Non Perpetual in Nature	Perpetual in Nature	2019	2018
REVENUE AND SUPPORT						
Earned Revenue including Investment Activity	\$ 5,698,964	\$ -	\$ (65,960)	\$ -	\$ 5,633,004	\$ 6,491,126
Contributions, Grants and Support	\$ 2,047,566	\$ 28,865	\$ 350,033	\$ 4,705	\$ 2,431,169	\$ 1,908,812
Net Assets Released from Restriction	\$ 92,933	\$ 46,647	\$ (139,580)	\$ -	\$ -	\$ -
Capital Contributions netted against Sale of Assets	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 221,614
Reclassification	\$ (467,739)	\$ -	\$ 467,739	\$ -	\$ -	\$ -
TOTAL REVENUE, SUPPORT AND RELEASES	\$ 7,371,724	\$ 75,512	\$ 612,232	\$ 4,705	\$ 8,064,173	\$ 8,621,552
EXPENSES						
Program Services	\$ 6,850,480	\$ -	\$ -	\$ -	\$ 6,850,480	\$ 7,370,582
Management & General	\$ 713,033	\$ -	\$ -	\$ -	\$ 713,033	\$ 686,760
Fundraising	\$ 453,238	\$ 9,439	\$ -	\$ -	\$ 462,677	\$ 422,431
TOTAL EXPENSES	\$ 8,016,751	\$ 9,439	\$ -	\$ -	\$ 8,026,190	\$ 8,479,773
CHANGE IN NET ASSETS	\$ (645,027)	\$ 66,073	\$ 612,232	\$ 4,705	\$ 37,983	\$ 141,779
Net Assets, Beginning of Year	\$ 8,277,672	\$ -	\$ 846,936	\$ 1,454,470	\$ 10,579,078	\$ 10,437,299
Net Assets, End of Year	\$ 7,698,718	\$ -	\$ 1,459,168	\$ 1,459,175	\$ 10,617,061	\$ 10,579,078

