



**2020-2021** GEVA THEATRE CENTER

# IMPACT REPORT

Mark Cuddy | Artistic Director

Christopher Mannelli | Executive Director



Esther Winter's at-home recording set-up for Recognition Radio. Christopher Rivas and Wilson Torres in the live Zoom production of *The Real James Bond ... Was Dominican*. Brian Quijada in *Where Did We Sit on the Bus?* - from Bitter Jester Studios.

## INSTITUTIONAL NEWS

In the Summer of 2020, in light of our nation's reckoning with systemic racism, Geva Theatre Center released a statement of solidarity in support of all who were committed to fighting racism and we pledged to be a partner in that fight. Our commitment to anti-racism efforts, along with our institutional action plan, can be found here: <https://gevatheatre.org/anti-racism-statement>

The ongoing COVID-19 pandemic continued to place restrictions on public gatherings and because of this Geva was unable to welcome patrons, volunteers, interns, apprentices or fellows into our theatre space or operate as a live theatre venue. The organization was forced to scale back our workforce and find new and creative ways to produce theater in a digital environment. We persevered through these challenges and set the stage to relaunch in-person programming in our 49th season.

In July 2021, longtime Artistic Director Mark Cuddy announced that the coming 49th Season would be his last. During his tenure at Geva, Mark directed 55 productions, including plays, musicals, revivals and world premieres. His adaptation of Charles Dickens' *A Christmas Carol* became a Rochester holiday tradition.

## ARTISTIC & LITERARY HIGHLIGHTS

**PRODUCTIONS:** As the COVID-19 pandemic continued, Geva's 2020-2021 Season turned out to be an evolving mix of various digital deliveries as presenting theatre to in-person audiences continued to be restricted. Our production team especially worked hard to make new kinds of theatre with new technology and equipment in order to continue Geva's legacy of excellence. From audio plays to live-streaming, we intentionally moved ever closer to returning to live and in-person performances.

Wilson and Fielding Stage highlights included:

**Recognition Radio** After the national racial reckoning, we committed to four Black playwrights in the fall by having them adapt their plays into audio format. We hired four Black directors and four Black dramaturgs to work with actors in creating "radio dramas".

**A different A Christmas Carol** Geva partnered with WARM 101.3 radio to record a one-hour adaptation of Charles Dickens's novella that

was broadcast over the holidays. Mark Cuddy, Esther Winter and Jonathan Ntheketha voiced all the characters and narration.

**We Made a Movie** Geva partnered with Chicago's Victory Gardens Theatre and Bitter Jester Studios to edit a recorded performance of Brian Quijada's one-person show *Where Did We Sit on the Bus?* which we delivered to audiences on demand.

**Live from the Wilson Stage** Another first for Geva was Christopher Rivas performing *The Real James Bond...Was Dominican* live from the Wilson Stage for a typical run—except without a live audience. Geva streamed it in real time via a three-camera shoot. Audiences were also able to pick up bags of interactive items ahead of their scheduled performances.

The final two productions of the 2020-2021 Season were pushed to Geva's next fiscal year beginning August 1, 2021 to allow for in-person audiences.

**NEW PLAY DEVELOPMENT:** While the pandemic made it impossible for the Literary Department to produce in-person programming, the work didn't stop entirely.

- We supported the development of Geva commissions by artists Gabriel Jason Dean & David Dabbon, Allison Gregory, Catherine Trieschmann, and the Universes ensemble.
- We created *Tenacious Women*, consisting of 25 micro-commissions from 25 writers on the local and national stage, inspired by Rochester Museum & Science Center exhibition, *The Changemakers: Rochester Women Who Changed the World*. Writers include: Tali Beckwith-Cohen, Siobhan Juanita Brown, Autumn Flowers, Amanda Gillen, Reenah Golden, Prince Gomolvilas, Idris Goodwin, Kirsten Greenidge, Naomi Iizuka, Tim J. Lord, Mona Mansour, Sarah B. Mantell, Ramiz Monsef, Tara Moses, Ta'Neesha Murphy, Brian Quijada, Delores Jackson Radney, Harrison David Rivers, MJ Savastano, Andrew Siañez-De La O, Penny Sterling, Laura A. Thomas, Katherine Varga, Karen Zacarías, and Jyonna Ware.
- We engaged artists and audiences in Rochester and beyond through the *Out of the Rehearsal Hall* podcast with nearly 3,500 total plays of episodes featuring Howard University Professor Sonja D. Williams, author of *Word Warrior: Richard Durham, Radio and Freedom*; playwrights Christina Anderson, Kirsten Greenidge, Chisa Hutchinson, Harrison David Rivers; sound designers Christie Chiles Twillie, Justin Ellington, Larry Fowler, and David K. Samba; directors Daniel Banks and Chay Yew; actor and writer Christopher Rivas; from the *Maia* Directors, Kareem Fahmy, Megan Sandberg-Zakian, Evren Odcikin and Pirronne Yousefzadeh; and from the *Changemakers* exhibit, Kathryn Murano Santos, senior curator, Rochester Museum & Science Center, Mimi W. Lee and Lily Lee of the Asian/Pacific Islander/ American Association of Greater Rochester, writer, editor and historian Joan Coles Howard and History Ambassadors from Teen Empowerment, Tashiana Williams and Nino Irizarry.
- We worked with freelance dramaturgs and historians to support the production of our plays throughout the pandemic, including Isabel Cordova, Theresa M. Davis, Pascale Florestal, and Otis Ramsey-Zoe.

## ABRIDGED SEASON AT A GLANCE



### Recognition Radio:

#### An Audio Play Festival Celebrating Black Voices

***Feeding Beatrice: A Gothic Tale*** (Kirsten Greenidge)

October 27 – December 15, 2020

***The Bleeding Class*** (Chisa Hutchinson)

November 27 – December 31, 2020

***we are continuous*** (Harrison David Rivers)

November 24 – December 31, 2020

***The Resurrection of Michelle Morgan***

(Christina Anderson)

December 8 - 31, 2020

***A Christmas Carol*** (Charles Dickens; Adapted/Directed by

Mark Cuddy/Music/Lyrics by Gregg Coffin)

December 9-31, 2020

***Where Did We Sit on the Bus?*** (Brian Quijada)

February 22 – March 7, 2021

***The Real James Bond...Was Dominican*** (Christopher Rivas)

May 14 - 29, 2021

## BY THE NUMBERS

### PRODUCTIONS AND ATTENDANCE:

Number of Productions	7
Number of Performances & Events	254
Number of Tickets	46,267
Number of Subscribers	5,483
Subscriber Renewal Rate	50%

### DONORS:

Number of Individual Donors	1,292
Donor Renewal Rate	54%
% of Subscriber Households Donating	58%

### EMPLOYMENT & WORKFORCE DEVELOPMENT:

Full-time, Part-time & Seasonal Employees	83
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## FINANCIAL RESULTS

**OPERATING RESULTS:** Geva Theatre Center's operating results increased from an operating deficit of (\$470,361) in FY20 to an operating surplus of \$1,445,261 or 43% of functional expenses in FY21.

Geva achieved positive cash flow from operations in the amount of \$697,742 for the year ended July 31, 2021, improving unrestricted working capital to \$395,717 or 1.4 months of operations.

Total operating revenue, support and releases decreased 24%, and total operating expenses decreased 51%.

Geva had an overall decrease 20% in unrestricted cash contributions, with an 11% decrease in individual giving (due to "extra" one-time, pandemic-related gifts in FY20).

Total ticket income decreased 75% to \$818,865 in FY21 from \$3,259,016 in FY20.

The pandemic had a drastic effect on theater operations in FY21 and because of mandated State and Federal restrictions on gatherings, the theater was not able to operate in a normal manner. Programming during the FY21 season took place online, and this led to a significant decrease in ticket sales. However, management worked diligently to control expenses and was also able to acquire significant Federal funding in the form of PPP loans and SVOG grant support, which led to an overall surplus for yearend FY21.

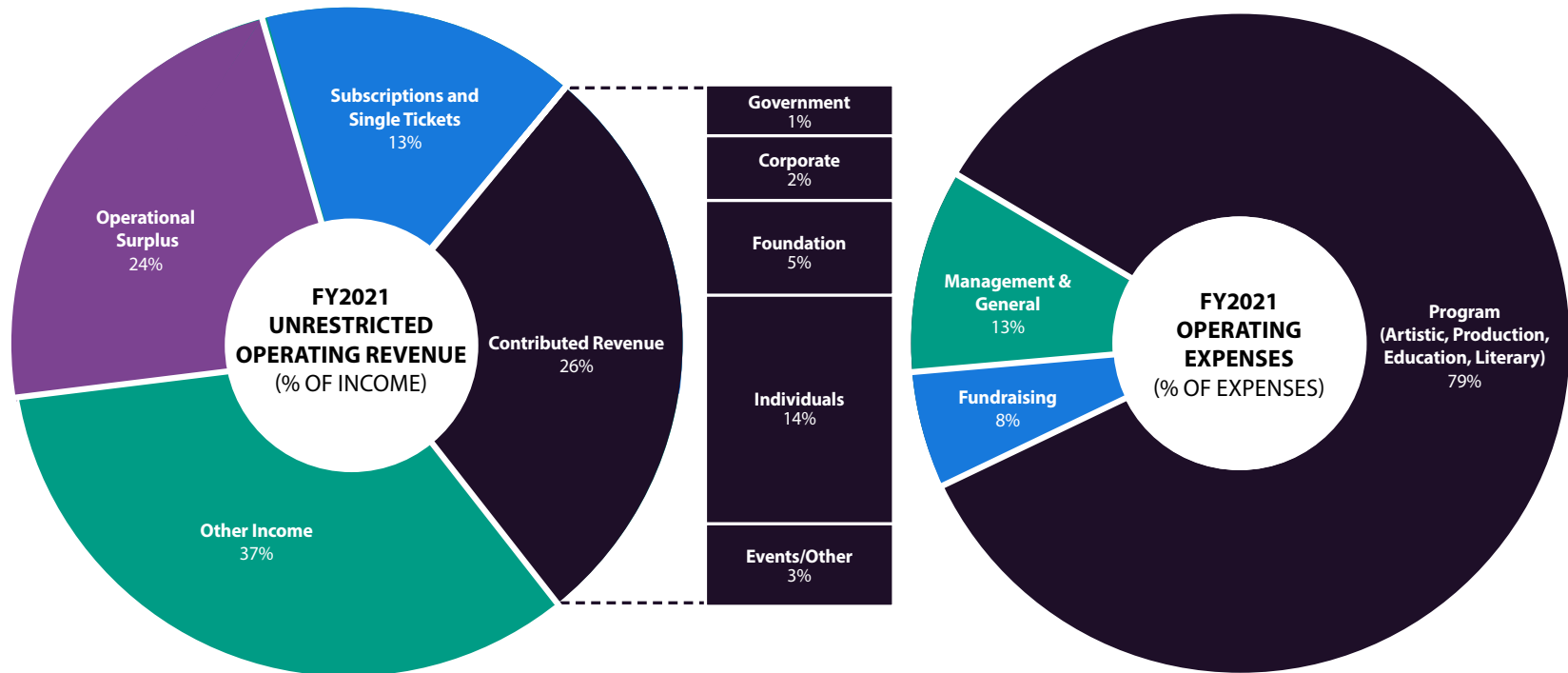
**HISTORIC TAX CREDITS:** In FY17 Geva Theatre Center entered into a Historic Tax Credit arrangement to assist in the completion of the renovation of its historic facility. The financial statements reflect all affiliate organizations.

# FY2021 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	2021	2020
<b>ASSETS</b>						
<b>Current Assets</b>						
Cash, Cash Equivalents and Certificates of Deposit	\$ 2,336,322		\$ 695,453	\$ -	\$ 3,031,775	\$ 3,218,472
Accounts, Contributions and Grants Receivable, Net	\$ 820,890		\$ 194,821	\$ 96,081	\$ 1,111,792	\$ 799,560
Prepaid Expenses and Other Current Assets	\$ 195,791		\$ -	\$ -	\$ 195,791	\$ 99,586
<b>Total Current Assets</b>	<b>\$ 3,353,003</b>		<b>\$ 890,274</b>	<b>\$ 96,081</b>	<b>\$ 4,339,358</b>	<b>\$ 4,117,618</b>
Property and Equipment, Net	\$ 8,257,292		\$ -	\$ -	\$ 8,257,292	\$ 8,521,998
Pledges Receivable, Net of Discounts and Allowances	\$ -		\$ 20,387	\$ -	\$ 20,387	\$ 165,139
Non-Current Certificate of Deposit	\$ -		\$ -	\$ -	\$ -	\$ -
Investments	\$ 3,738,947		\$ 653,640	\$ 1,371,375	\$ 5,763,962	\$ 3,203,002
Due To/From	\$ 51,453		\$ (57,372)	\$ 5,919	\$ -	\$ -
<b>TOTAL ASSETS</b>	<b>\$ 15,400,695</b>		<b>\$ 1,506,929</b>	<b>\$ 1,473,375</b>	<b>\$ 18,380,999</b>	<b>\$ 16,007,757</b>
<b>LIABILITIES</b>						
<b>Current Liabilities</b>						
Accounts Payable and Accrued Expenses	\$ 297,753		\$ -	\$ -	\$ 297,753	\$ 178,525
Deferred Revenue, Net of Deferred Expense	\$ 1,763,571		\$ -	\$ -	\$ 1,763,571	\$ 2,615,994
Current Portion of Long-Term Debt	\$ 895,962		\$ -	\$ -	\$ 895,962	\$ 395,986
<b>Total Current Liabilities</b>	<b>\$ 2,957,286</b>		<b>\$ -</b>	<b>\$ -</b>	<b>\$ 2,957,286</b>	<b>\$ 3,190,505</b>
<b>Long-Term Debt</b>	<b>\$ 2,746,932</b>		<b>\$ -</b>	<b>\$ -</b>	<b>\$ 2,746,932</b>	<b>\$ 2,260,886</b>
<b>TOTAL LIABILITIES</b>	<b>\$ 5,704,218</b>		<b>\$ -</b>	<b>\$ -</b>	<b>\$ 5,704,218</b>	<b>\$ 5,451,391</b>
<b>NET ASSETS</b>	<b>\$ 9,696,477</b>		<b>\$ 1,506,929</b>	<b>\$ 1,473,375</b>	<b>\$ 12,676,781</b>	<b>\$ 10,556,366</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$ 15,400,695</b>		<b>\$ 1,506,929</b>	<b>\$ 1,473,375</b>	<b>\$ 18,380,999</b>	<b>\$ 16,007,757</b>
<b>STATEMENT OF ACTIVITIES</b>						
FOR THE YEAR ENDED JULY 31,	WITHOUT DONOR RESTRICTIONS		WITH DONOR RESTRICTIONS		TOTALS	
	OPERATING ACTIVITY	CAPITAL CAMPAIGN	Non Perpetual in Nature	Perpetual in Nature	2021	2020
<b>REVENUE AND SUPPORT</b>						
Earned Revenue including Investment Activity	\$ 3,577,928	\$ -	\$ 455,207	\$ -	\$ 4,033,135	\$ 3,938,533
Contributions, Grants and Support	\$ 1,243,526	\$ 60,072	\$ 118,937	\$ 3,500	\$ 1,426,035	\$ 2,893,683
Net Assets Released from Restriction	\$ 401,344	\$ 92,351	\$ (493,695)	\$ -	\$ -	\$ -
Capital Contributions netted against Sale of Assets	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Reclassification	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>TOTAL REVENUE, SUPPORT AND RELEASES</b>	<b>\$ 5,222,798</b>	<b>\$ 152,423</b>	<b>\$ 80,449</b>	<b>\$ 3,500</b>	<b>\$ 5,459,170</b>	<b>\$ 6,832,216</b>
<b>EXPENSES</b>						
Program Services	\$ 2,607,458	\$ -	\$ -	\$ -	\$ 2,607,458	\$ 5,812,725
Management & General	\$ 461,109	\$ -	\$ -	\$ -	\$ 461,109	\$ 704,812
Fundraising	\$ 266,783	\$ 3,405	\$ -	\$ -	\$ 270,188	\$ 375,374
<b>TOTAL EXPENSES</b>	<b>\$ 3,335,350</b>	<b>\$ 3,405</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 3,338,755</b>	<b>\$ 6,892,911</b>
<b>CHANGE IN NET ASSETS</b>	<b>\$ 1,887,448</b>	<b>\$ 149,018</b>	<b>\$ 80,449</b>	<b>\$ 3,500</b>	<b>\$ 2,120,415</b>	<b>\$ (60,695)</b>
<b>Net Assets, Beginning of Year</b>	<b>\$ 7,660,011</b>		<b>\$ 1,426,480</b>	<b>\$ 1,469,875</b>	<b>\$ 10,556,366</b>	<b>\$ 10,617,061</b>
<b>Net Assets, End of Year</b>	<b>\$ 9,696,477</b>		<b>\$ 1,506,929</b>	<b>\$ 1,473,375</b>	<b>\$ 12,676,781</b>	<b>\$ 10,556,366</b>

## FY2021 FINANCIAL STATEMENTS



## EDUCATION & ENGAGEMENT IMPACT

The Education Department continued to innovate meet the needs of Rochester's educational community (elementary through to college level) by presenting live, streamed, hybrid and/or virtual theatre; creating a Hybrid Summer Academy; offering free educational workshops to Rochester students and educators; and deepening our longstanding Alliance with SUNY Brockport.

### Virtual Theatre Experiences

Through agreements with Actors Equity Association, Geva was able offer digital versions of Brian Quijada's *Where Did We Sit on the Bus?* and Christopher Rivas' *The Real James Bond...Was Dominican* to schools throughout the region. These offerings were accompanied by virtual informative Discovery Guides, experiences with theatre makers, workshops, and discussions via Zoom. Geva's online presence reached Chicago and St. Louis.

### Hybrid Summer Academy

We offered a hybrid Summer Academy opportunity for extraordinary, brave, dedicated, and fully vaccinated young actors to spend five weeks with us both in-person and on Zoom. They studied the foundations of acting through scene-work and rehearsed scenes from *Airness* (by Chelsea Marcantel), plus scenes from four other plays, with Lara Rhyner (Associate Director of Education), learned multiple methods and techniques of movement and exciting choreography through the lens of air guitar with Caitlin Milizia (Education Associate), and studied acting while preparing incredible monologues with Skip Greer (Director of Education/Artist in Residence). They also participated in weekly in-person group activity sessions and memorable exploratory artistic visions classes on a variety of different theatre topics with some favorite Geva guest artists over Zoom. Their work and performances were recorded and used to create 5 minute acting reels for each student that they will use for future auditions.

*"I now have a greater understanding of what I'm capable as an actor, and this also has helped me to understand my own emotions and thoughts. I feel different about myself than I did five weeks ago."* - Academy Student

*"Very few other programs have given me the insight into what it's actually like to be an artist for a living, I will take those lessons with me into my immediate future. I felt that we were trusted to put a lot of our own creative ideas into all of our performances here, and that trust made me much more confident to make larger choices."* - Academy Student

*"My son had a great experience and was very complimentary of what he has learned during the program. There is a camaraderie and group feeling of togetherness that helps facilitate the learning process. The staff is great and very much makes the program what it is. We are lifetime supporters."* - Academy Parent

*"Unlike school productions which...are focused on the "product," he really found it useful to attend workshops that focused on methods. He put a ton of thought and work into planning his scenes and monologues, reflective of his engagement with the Academy."* - Academy Parent

### Free Workshops

In spring 2021, Geva provided 20+ free workshops to Rochester area students as Geva's way of helping do our part in spreading hope and connection amidst the challenges educators and students are facing daily during the pandemic. The topics included workshops offered included:

- Skip Greer's drama workshop, "Chancing an Arm and Space Travel: Keys to Exploring a Character";
- Lara Rhyner's theatre workshop "Exploring Connection and Inspiring Imagination";
- Caitlin Milizia's movement workshop "Creative Movement with Intention".

Students and educators joyfully welcomed the creative and artistic expression these workshops provided as well as the opportunity for students and teachers to have a much needed mental-health break from their daily routines. (These workshops were provided either in person or over Zoom based on the safety guidelines of the schools at that time.)

*"I really wanted to thank you for our movement workshop yesterday. My students enjoyed it so much! They were talking about it for the rest of the day. Thank you for making it so engaging and positive for them."* - Rochester Area Teacher

*"Thank you so much for yesterday's experience! My students loved it! I really appreciated your energy and enthusiasm and hope to work with you again in the future."* - Rochester Area Teacher

Video from Educator Rebecca Kemp from Park Road Elementary: <https://youtu.be/hQ4d7SbfAGM>

### The College at Brockport Alliance

As part of our longstanding alliance with the State University of New York at Brockport, we provided:

- Two full-time classes—Dramaturgy taught by Jean Gordon Ryon and Acting for the Camera taught by Brigitt Markusfeld
- Four Stage Whispers lectures—featuring playwright Brent Askari (*Hard Cell, The Refugees, Andy Warhol in Iran*), Marvel Studios actor Royce Johnson, performer/playwright Brian Quijada (*Where Did We Sit on the Bus?*), and Geva's Director of Engagement Pirronne Yousefzadeh.
- Playwriting Workshop—taught over four weeks by award-winning American playwright Harrison David Rivers (*This Bitter Earth, The Sea and the Stars, To Let Go and Fall, and we are continuous*)

### John's Children

Geva's new civic arts initiative where honoring the legacy of civil rights icon John Robert Lewis by amplifying the voices of the next generation in our ongoing pursuit of freedom and justice. We paired 15 young adults, ages 15-25, with professional mentors in the arts to create a series of public service announcements promoting civic participation.

### The Amplify Series

The Amplify Series was created as a way for Geva to advocate for the advancement of disadvantaged communities, and to call attention to issues that serves as barriers for economic development and prosperity.

- Topics related to the plays featured in Recognition Radio included the history of red-lining and segregation in Rochester, the weaponization of medicine, and a two-part conversation on racialized trauma and healing.
- The Amplify Series continued in conjunction with Geva's streamed presentation of Brian Quijada's *Where Did We Sit on the Bus?* Topics included Latinx representation on stage and on screen, and the history of Latinx identity in the United States, its intersection with the Civil Rights movement and activism, and breaking down the problematic aspects of Latinx identity as a racial construct.
- In conjunction with *Tenacious Women* project, The Amplify Series has featured conversations inspired by some of the Changemakers and the causes they are championing including disability justice, environmental and climate justice, and anti-racism and inclusion.

## ARTISTIC TEAMS FOR GEVA PRODUCTIONS FEATURED IN PHOTOS

### COVER

**Recognition Radio: An Audio Play Festival Celebrating Black Voices:** Creative Producer: Esther Winter; Sound Engineering by Andrew Mark Wilhelm. *Feeding Beatrice: A Gothic Tale* (By Kristen Greenidge; Directed by Daniel J. Bryant; Sound Design by David Kelepha Samba; Dramaturg: Francisca Da Silveria); *The Bleeding Class* (By Chisa Hutchinson; Directed by Jade King Carroll; Sound Designer: Justin Ellington; Dramaturg: Theresa M. Davis); *we are continuous* (By Harrison David Rivers; Dramaturg: Theresa M. Davis, and Otis Ramsey-Zoë; Sound Designer: Christie Chiles Twillie); *The Resurrection of Michelle Morgan* (Written and Performed by Christina Anderson; Directed by Robbie McCauley; Dramaturg: Pascale Florestal)

**The Real James Bond ... Was Dominican:** Written and Performed by Christopher Rivas; Developed with and Directed by Daniel Banks; Original score and percussion by Wilson Torres; Virtual Design/Programming: Deja Collins and Xavier A.L. Taylor (ViDCo); Lighting Design by Driscoll Otto; Live Camera Operator/Assistant Director: Laura Bustillos Jáquez; Original Projection Design by Alexandra Kelly Colburn and Kate Freer; Production Stage Manager: Katelan Braymer; Video Mixing by Andrew Mark Wilhelm; Consulting Producer: Amanda Cooper; Show Kit Visuals by Troy Lambert; A DNAWORKS Production.

**Where Did We Sit on the Bus?:** Written and Performed by Brian Quijada; Directed by Chay Yew; Lighting Design by Diane D. Fairchild; Projection Design by Liviu Pasare; Production Stage Management by Amanda J. Davis; Postproduction Sound Mixing by Andrew Mark Wilhelm; Broadcast Production by Bitter Jester Studios; Producer and Director of Broadcast: Nicolas DeGrazia; Producer and Director of Photography: Daniel Kullman.



[www.GevaTheatre.org](http://www.GevaTheatre.org)  
**(585) 232-GEVA**  
**75 Woodbury Boulevard**  
**Rochester, NY 14607**

## 2020-2021 BOARD OF TRUSTEES

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+ deceased