Such stuff as dreams are made on

- William Shakespeare, *The Tempest*
Geva Theatre Center is the largest and most attended regional theatre in New York State and the primary not-for-profit theatre producer in Western New York.

- Founded in 1972, Geva has served over 4.3 million attendees.
- Geva’s annual attendance is twice the national average of other theatres of its budget size.
- Located at the gateway to Center City and a catalyst for revitalization, Geva pioneered the rebirth of its downtown neighborhood before the Frontier, Bausch & Lomb, ESL and Excellus BCBS buildings were built; now residential and restaurant development is beginning.
- 15,000 young people from more than 60 schools are immersed in artistic expression, cultural understanding and the discipline of the performing arts each year at Geva.
- Over 85 new plays and musicals developed at Geva have gone on to productions across America and internationally over the past 15 years.
- As a performing arts center, Geva has hosted over 50 theatre and dance companies since 2007.
- Geva employs over 50 full-time and 225 part-time staff and artists.
Front & Center: The Campaign for Geva will transform Geva Theatre Center’s historic home, the former New York State Arsenal, into a dynamic world-class cultural asset that serves people from all over the country, provides exceptional arts and cultural programs, and contributes to the economic vibrancy of our region. Through major exterior and interior renovations, Geva will provide more opportunities to entertain, inspire, educate, engage and lead. The building in its current form has served Rochester well for over a generation, and these renovations will prepare it to serve and attract future generations.

Emotion defines memorable experiences. When you connect with a story on stage, you forge emotional bonds with the play and its characters, as well as with the artists and audience around you. Geva Theatre Center’s transformation will extend the reach of a captivating performance to the moment you enter the door. From a great meal featuring local wines and culinary treats to an experience that will engage all the senses, Geva’s renovation will bring the art of design and illusion together to create a thoroughly captivating experience where artists and patrons are at the center. Interweaving staff, artist and patron spaces, Geva will be a hub of contemporary community energy, showcasing artistry and innovation and fostering lasting relationships between first class artists and loyal patrons.

Founded in 1972, Geva Theatre Center has grown into an indispensable jewel of the region. Geva has educated and entertained millions of people, introduced hundreds of thousands of students to live theatre, developed tomorrow’s plays and artists, and helped transform downtown. As your theatre company, Geva remains steadfast in its commitment to artistic excellence, making theatre of a national standard right here in Rochester.

The Front & Center Campaign will create a first class facility for you to find the country’s top theatre experience and for artists and professional staff to work. A growing endowment will ensure Geva’s future as the leading performing arts facility in the region.

Join with us in this final public phase of the campaign to put artists and audiences together, Front & Center.

Campaign Goal: $10 Million
- $8 million to fund building restoration, renovations and improvements
- $2 million in artistic enhancement, education and facility endowment funds
Constructed in 1868, famed Rochester architect Andrew J. Warner designed the New York State Arsenal for the New York State Militia. In 1907, the building was converted into the Rochester Convention Hall and became a central fixture of Rochester social, political and cultural life. The 4,000-seat hall hosted expositions, dances, performances and political conventions.

From Historic Arsenal and Convention Hall to Regional Theatre

leased the building from 1949-1970. From 1971-1982, it was the Rochester Center for Manpower Services, although it was largely unoccupied from 1975 until 1982. The building has landmark status on both the National and State Register of Historic Places. In 1982, Geva began renovations to convert the building into a theatre. In 1985, the building reopened as the Richard Pine Theatre.

The metamorphosis from Arsenal to Convention Hall to award-winning regional theatre is a story of change and adaptation. Geva now stands as a gem in the Rochester community, carrying forward the legacy of this important community gathering place. The Front & Center Campaign will bring new vitality and new audiences to the building for generations to come.
Community Impact

Geva Theatre Center is at the forefront of connecting the region’s rich arts and culture heritage to commercial revitalization and economic development. The region’s illustrious cultural history has made it a nurturing place for artists, musicians and actors, including the late Philip Seymour Hoffman, Kristen Wiig, Taye Diggs, John Bolton, Louise Brooks and Renée Fleming. Geva’s own status as an innovative and nurturing home for world-class theatre makes it a much sought-after place for artists and writers from all over the globe. Among Geva’s notable alumni are one Pulitzer Prize nominee, four Academy Award nominees, 19 Tony Award Winners, 34 Drama Desk Award Winners, 85 Drama Desk nominees, 11 Emmy Award Winners and 47 Emmy nominees. Kathy Bates, Josh Brolin, Robert Downey Jr., Samuel L. Jackson, Bill Pullman, Anna Deavere Smith and Robert Vaughn have all graced Geva stages.

Each year, Geva produces and presents over 475 performances and events, attracting up to 160,000 people to downtown Rochester from 40 states and three countries. Geva’s 28 education and work-force training programs serve over 40,000 youth and adults each year. As an incubator of creativity and innovation, more than 85 Geva-developed plays and musicals have had subsequent productions around the globe. In addition to its cultural and educational output, Geva annually generates over $10 million in direct and indirect economic benefit.

With a newly updated facility, Geva will be positioned to attract new visitors, increase ticket sales, and remain a leader in the Western New York cultural community by helping to sustain a rich quality of life for those who live, work and play in the region. Geva will also preserve, renovate and promote this cultural and historic asset, which will help revitalize downtown Rochester and enhance a neighborhood that is considered a key gateway to the Center City.

Completed Renovations and Improvements

Since the initial acquisition and renovation of the Arsenal in 1985, Geva has welcomed over four million theatergoers. This constant wear and tear coupled with nearly 30 years of Rochester weather created significant damage to the roof, masonry, windows and cornices. To date, the Front & Center Campaign has funded the following much needed repairs and improvements:

- Improved Box Office and Restrooms (2010)
- Roof Replacement (2010)
- Production Equipment Enhancements (2010)
- Masonry Restoration (2011)
- Window & Door Restoration/Replacement (2012)
- Acoustical Enhancements (2013)
- Accessibility Improvements (2013)
- HVAC Replacement – Phase I (2013) and II (2014)
Masonry Restoration
Roof Replacement
Window and Door Restoration
Exterior Steps
A Home For First Class Artists

Education, Rehearsal and Conference Center
The front half of the building’s top floor will become a multi-use space to benefit students, educators, patrons, artists and staff. The current space suffers from a number of issues related to the age of the building, including deteriorating finishes, lack of soundproofing and failing equipment. The renovated space will be well equipped to offer the best learning experience for the children and youth we serve and an exceptional environment for creating national level theatre productions and events. The reconfiguration will establish a dynamic hub of creation, innovation and education, including the ability to expand in-house education programs and events.

- **Reception Area** – A community resource and central gathering area. Guests will find an open area with views through the Education and Rehearsal Hall and library to the outside.

- **Henry Williams Library** – A location for small meetings, classes and events. The room will feature audio/visual technology to facilitate long-distance learning and artistic collaboration.

- **Lounge** – The central hub, this open kitchen and lounge will be a gathering place for artists, educators, staff and patrons. With views directly into the Education and Rehearsal Hall, it will serve as the green room and observation area for the Hall, as well as a food preparation area for special events.

- **Stage Management Office** – Important support space for the rehearsal process.

- **Education and Rehearsal Hall** – A multi-use, flexible space for hosting educational offerings, rehearsals, staged readings and special events. The room will feature a lighting grid, sound system and wall coverings that will allow it to transform from classroom to performance or event space in minutes.

Dressing Rooms & Green Rooms
Located in the basement, Geva’s Dressing Rooms and Green Rooms serve over 200 professional performers and artists each season. Much-needed improvements include replacing the bathrooms and showers, improving the layout and amenities to better serve Geva’s first-class performers, and updating the dressing rooms. In addition, this project will improve the adjoining wardrobe facilities to allow for the proper care and maintenance of Geva’s costumes and wigs, which are handmade right here in Rochester for each production. Quality artist support spaces will help give Geva a competitive advantage in recruiting the country’s top artists and performers.

Artist Housing
Located only 150 steps from Geva Theatre Center, Geva is partnering to develop and furnish 11 studio loft apartments, each averaging 500 square feet, to house its guest artists. The redeveloped building will highlight the existing architectural features of the building and also include modern, loft-style design with exposed brick, soaring ceilings and windows, access to a rooftop deck, polished concrete floors, and on-site laundry. Each unit must be fully furnished. Per its collective bargaining agreement, Geva must provide its actors with housing while they are in residence for the nine weeks of rehearsals and performances.
Enhanced Audience Experience

Lobby Renovation
The lobby is the central gathering place and amenity for audiences before and after a performance and at intermission. Increasingly, these spaces are engaging environments for social interaction between audience members, a critical element of the theatrical experience. The renovated lobby will be a warm and cozy environment, featuring wood, brick and texture that showcases the spectacular verticality, volume and historic character of the space. Last updated in the 1980’s, Geva’s lobby and café spaces require significant renovations to serve the needs of the next generation of theatergoers. Updated materials and furnishings will add dramatic visual interest. Audience amenities and the overall patron experience are critical elements of audience development in the 21st century.

Display Areas
- Visual and interactive displays to enhance the patron experience
- Showcase Geva costumes, artifacts and building history
- Boost dramatic ambiance before and after the show
- Provide educational and engagement opportunities
- Activate space with color and movement

Bar
- Larger and centralized bar area, featuring Finger Lakes wines
- Designed for patron and service efficiency
- Streamlined point of service
- More service area for faster service
- Drink rails by the bar to create an ideal social environment
- A dynamic place to gather before or after a show

Open Concept Kitchen
- More menu options, including dishes featuring locally grown ingredients
- Allows patrons to view chef’s process as another element of performance
- Activates space and creates separate zone for patrons to gather
- Adds dramatic element of theatergoing by creating a unique dining experience

Seating
- Added lobby seating capacity
- Provide patrons a variety of gathering and seating options
- Seating and lounge configurations for groups of 2-20
Theatre Refurbishment

Geva’s performance spaces are praised for their intimacy and warm aesthetic. Improvements to these spaces will update finishes after 30 years of wear and tear, while maintaining the characteristics we have come to know and love.

- New seating to enhance patron comfort and aesthetics
- Updated finishes to freshen and liven the spaces
- Enhanced theatre lighting
- Additional acoustical enhancement
- Elevator access to the Mainstage balcony
**Entertainment Suites**

The Patron Lounge will be a new, flexible event space located on the balcony level. This comfortable, well-appointed lounge will feature a bar and private restrooms, as well as sliding glass doors to provide visual and acoustic privacy. The sub-dividable event space will accommodate donor receptions, business meetings, group outings, and community rentals for 20-75 people. This new patron amenity will increase the square footage and seating capacity of the lobby, restrooms and event spaces, while providing a valuable perk and thank you for Geva supporters.
The Front & Center Campaign will increase endowment funds by at least $2 million to help secure Geva’s future as the premier producing theatre in the region. Artistic enhancement, education and facility endowment funds will generate interest, dividends and investment income to ensure long-term fiscal health and stability. Comparable regional theatres have an average endowment of approximately $8 million. Geva Theatre Center currently has approximately $1.8 million in endowment assets, which are overseen by the Board of Trustees and managed by The Community Foundation.

**Nurturing Support and Service**

**Administrative Offices**
Artist and patron service are supported by a full-time professional staff of 50 administrators, technicians and resident artists. To recruit and retain top talent, Geva’s office spaces will undergo improvements to encourage collaboration, creativity, efficiency and professionalism.

- Upgraded office area to provide better workspace
- Updated design to attract and retain top talent
- Collaborative space to facilitate the creative process
- Efficient and open concept work spaces to maximize employee comfort

**Endowment Funds**
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Ted Boucher, Co-Chair
David L. Fiedler, Co-Chair
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Theresa Conroy
Sergio Esteban
Betsy Friedman
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Lois Irwin
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Mimi Tilton
Linda Cornell Weinstein
Helen A. Zamboni

Honorary Council
Bill Buckingham
Ron Fielding
Patrick Fullord
Jack Kraushaar
Nannette Nocon
From the Campaign Co-Chairs

As Co-Chairs of Front & Center: The Campaign for Geva, we believe this campaign is supporting our community in preserving a nearly 150-year-old architectural treasure and enhancing the live theatre experience inside it. The Geva building provides a stunning welcome to downtown Rochester. But more importantly, Geva is a key contributor to the quality of life in Rochester. And it’s an important part of the Rochester economy, providing leverage in recruiting and retaining businesses and employees.

We have been members of the Geva community for a combined 60 years—as subscribers, donors, Trustees, Honorary Board Members and now as the Co-Chairs of this campaign. Beyond enabling critical capital improvements, we see the campaign as a superb opportunity to cultivate new patrons and to renew and strengthen Geva’s ties with existing patrons.

It’s easy to become passionate about the Geva experience. There’s that moment in the theatre when you are transported outside yourself and suddenly understand a character’s perspective. We’ve both had so many of those moments at Geva. There are many shows that stand out for the two of us that have provided those “A-ha!” moments including A Girl’s Life, Death of a Salesman, Convenience and Five Course Love.

In addition to all the life-affirming and even life-changing moments on our two stages, we appreciate the incredible opportunities to go behind-the-scenes. From the early days when Artistic Director Gideon Shein taught an evening class in theatre, to taking a new musical Off Broadway, to watching and enjoying every version of A Christmas Carol, to backstage tours, Geva constantly finds new ways to connect patrons, students and the general public to its art and artists. All of these experiences contribute to the magic Geva creates.

Thank you for your consideration and support of Front & Center: The Campaign for Geva.

Ted Boucher

Dave Fiedler
Ways to Give

Outright Gifts and Campaign Commitments
Gifts to the campaign can be pledged over up to five years. Commitments can be fulfilled by check or credit card via mail or online. Visit www.GevaTheatre.org and click “Donate” or call (585) 420-2013.

Matching Gifts
More than 7,700 employers match their employees’ gifts to charitable organizations. In this way, it’s possible to double, sometimes even triple, the value of your gift. To see if your employer matches charitable donations, contact your personnel office.

Transfer Securities
Securities may be given as campaign gifts at their present market value. Transferring securities can allow you to avoid capital-gain taxation and receive an income tax deduction based on fair market value. The following information is required by your broker to make a transfer:

Broker: Charles Schwab & Co., Inc., 211 Main Street, San Francisco, CA 94105
DTC Clearing: 0164
FBO: Geva Theatre Center
Account Number: 6251-4435

Please notify Geva Theatre Center when you intend to make a gift of securities so there is no delay in crediting and acknowledging your gift. For more information or questions, please call (585) 420-2013.

Bequests and Other Estate Gifts
Charitable bequests, annuities and trusts are meaningful ways to make a campaign gift of lasting value. Such provisions can be structured to fit your personal, family and financial needs. When designating any type of planned gift, it is important to use our full legal name: Geva Theatre Center, Inc., EIN: 23-7202906. For more information, please call (585) 420-2041.

Geva Theatre Center (EIN: 23-7202906) is a 501(c)(3) non-profit organization. As such, your donation is tax-deductible to the extent permitted by law. A copy of Geva’s annual report is available upon request at 75 Woodbury Blvd, Rochester, NY 14607 or from the New York Attorney General’s Charities Bureau at 120 Broadway, 3rd Floor, New York, NY 10271.