



Photos by Goat Factory Media Entertainment.

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:

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.”



DEMOCRAT AND CHRONICLE ROCHESTER’S CHOICE AWARDS 2018

- **Best Theatre/Performance Company** (17 consecutive years)



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

- Ted Boucher, *Chair*
- Kelly M. Shea, *Treasurer and Chair of Finance Committee*
- Stephanie Caffera, *Secretary*
- Maggie Symington, *Chair of Advancement Committee*
- Theresa A. Conroy, *Co-Chair of Education/Summer Curtain Call Committee*
- Josh Stubbe, *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*

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| Dennis Bassett | Richard Gray | Wolfgang Pfizenmaier |
| Edie Bieber | Terry Hartmann | Jean Gordon Ryon |
| Peggy Boucher | Barbara LaVerdi | Grace Soong |
| Barbara H. Bruning | Richard Nangreave | Sidney Sobel, M.D. |
| Stephanie Caffera | Suzanne Nasipak | Matt Squires |
| Gloria Culver | Chapman | Kim Tenreiro |
| Mary Anne Fox | Michael Ninnie | Samuel O. Tilton |
| Suzanne Gouvernet | Pamela O’Connor-Chapman | Kathleen R. Whelehan |

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 Rossmar & 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



Mia Pinero and Sydney DuPoint in *In the Heights*.
 Photo by Goat Factory Media Entertainment.

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

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	
				2018	2017
ASSETS					
Current Assets					
Cash, Cash Equivalents and Certificates of Deposit	\$ 1,650,065	\$ 93,719	\$ -	\$ 1,743,784	\$ 1,423,822
Accounts, Contributions and Grants Receivable, Net	\$ 211,196	\$ 198,982	\$ 96,327	\$ 506,505	\$ 1,081,128
Prepaid Expenses and Other Current Assets	\$ 349,152	\$ -	\$ -	\$ 349,152	\$ 367,038
Total Current Assets	\$ 2,210,413	\$ 292,701	\$ 96,327	\$ 2,599,441	\$ 2,871,988
Property and Equipment, Net	\$ 9,046,281	\$ -	\$ -	\$ 9,046,281	\$ 9,300,041
Pledges Receivable, Net of Discounts and Allowances	\$ -	\$ 182,279	\$ 241	\$ 182,520	\$ 337,276
None Current Certificate of Deposit Investments	\$ 612,141	\$ -	\$ -	\$ 612,141	\$ -
Due To/From	\$ 965,073	\$ 423,143	\$ 1,352,275	\$ 2,740,491	\$ 2,525,476
	\$ 45,560	\$ (51,187)	\$ 5,627	\$ -	\$ -
TOTAL ASSETS	\$ 12,879,468	\$ 846,936	\$ 1,454,470	\$ 15,180,874	\$ 15,034,781
LIABILITIES					
Current Liabilities					
Accounts Payable and Accrued Expenses	\$ 233,154	\$ -	\$ -	\$ 233,154	\$ 398,264
Deferred Revenue, Net of Deferred Expense	\$ 2,488,043	\$ -	\$ -	\$ 2,488,043	\$ 2,499,731
Current Portion of Long-Term Debt	\$ 39,371	\$ -	\$ -	\$ 39,371	\$ 36,297
Total Current Liabilities	\$ 2,760,568	\$ -	\$ -	\$ 2,760,568	\$ 2,934,292
Long-Term Debt	\$ 1,841,228	\$ -	\$ -	\$ 1,841,228	\$ 1,663,190
TOTAL LIABILITIES	\$ 4,601,796	\$ -	\$ -	\$ 4,601,796	\$ 4,597,482
NET ASSETS	\$ 8,277,672	\$ 846,936	\$ 1,454,470	\$ 10,579,078	\$ 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						
FOR THE YEAR ENDED JULY 31,	UNRESTRICTED		TEMPORARILY RESTRICTED	PERMANENTLY RESTRICTED	TOTALS	
	OPERATING ACTIVITY	CAPITAL CAMPAIGN			2018	2017
REVENUE AND SUPPORT						
Earned Revenue including Investment Activity	\$ 6,446,237	\$ -	\$ 44,889	\$ -	\$ 6,491,126	\$ 5,502,477
Contributions, Grants and Support	\$ 1,779,221	\$ 28,495	\$ 97,142	\$ 3,954	\$ 1,908,812	\$ 2,219,633
Net Assets Released from Restriction	\$ 321,761	\$ 46,647	\$ (368,408)	\$ -	\$ -	\$ -
Capital Contributions netted against Sale of Assets	\$ 221,614	\$ -	\$ -	\$ -	\$ 221,614	\$ 1,893,999
TOTAL REVENUE, SUPPORT AND RELEASES	\$ 8,768,833	\$ 75,142	\$ (226,377)	\$ 3,954	\$ 8,621,552	\$ 9,616,109
EXPENSES						
Program Services	\$ 7,370,582	\$ -	\$ -	\$ -	\$ 7,370,582	\$ 6,469,786
Management & General	\$ 686,760	\$ -	\$ -	\$ -	\$ 686,760	\$ 889,008
Fundraising	\$ 420,337	\$ 2,094	\$ -	\$ -	\$ 422,431	\$ 407,265
TOTAL EXPENSES	\$ 8,477,679	\$ 2,094	\$ -	\$ -	\$ 8,479,773	\$ 7,766,059
CHANGE IN NET ASSETS	\$ 291,154	\$ 73,048	\$ (226,337)	\$ 3,954	\$ 141,779	\$ 1,850,050
Net Assets, Beginning of Year	\$ 7,913,470		\$ 1,073,313	\$ 1,450,516	\$ 10,437,299	\$ 8,587,249
Net Assets, End of Year	\$ 8,277,672		\$ 846,936	\$ 1,454,470	\$ 10,579,078	\$ 10,437,299

