

# St. George Theatre

A Non-Profit Organization

St. George Theatre Restoration Inc.  
35 Hyatt Street  
Staten Island, NY 10301  
718-442-2900  
[www.stgeorgetheatre.com](http://www.stgeorgetheatre.com)

Doreen P. Cugno  
President & CEO

## ANNUAL REPORT FY16



### *Our Mission*

The St. George Theatre Restoration Inc, is a 501(c)3 non-profit organization dedicated to the restoration of the historic theater and its development as a cultural and performing arts center for Staten Island and all of New York City by providing community outreach programs, educational programs and public performances.



Photo credit Ray Gorbea

# BOARD OF DIRECTORS



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Brian J. Laline, Chairman  
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## FOUNDERS

Rosemary Cappozalo (1939-2009)  
Doreen P. Cugno  
Luanne Sorrentino

*St. George Theatre*  
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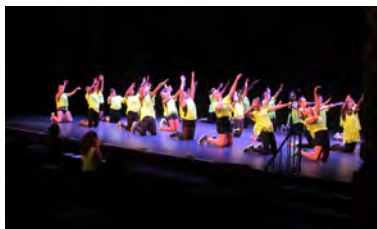
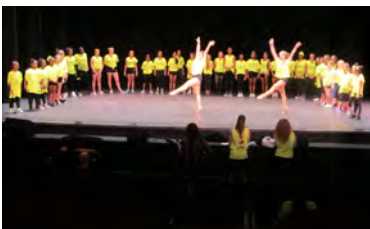


# FY16 ACCOMPLISHMENTS

## COMMUNITY OUTREACH PROGRAMS

### SUMMER OUTREACH *Program*

The St. George Theatre Summer Outreach Program is an annual program that teaches theatre arts to local youth, ages 9-18, with priority registration given to children from socially and/or economically challenged homes. A total of 80 children attended the program during the summer of 2015. Providing free dance training to underprivileged youth is part of the bedrock of the St. George Theatre's mission. Students also gained practical skills, such as stage presence, public speaking and how to prepare for auditions. Students enjoyed free donated lunch each day, dancewear, dance shoes, costumes, writing supplies and books. Lunches were provided by Karl's Klipper, The Gavel Grill, Pier 76, 120 Bay Café, ShopRite and Met Foods. The program began on July 13th and concluded on July 31st with a student performance and an awards ceremony. Dance scholarships were also awarded, and students were invited back with their family to attend two main-stage performances later in the year. We partnered with Girl Power Inc. and Illuminart.



### NIGHT OF *Theatre*

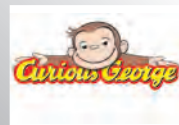
Through our Night of Theatre community program, the St. George Theatre provided a special night to those members of our community for whom a theatre ticket would be out of reach due to financial challenges. Blocks of tickets were donated to community agencies who then selected and invited those members they determined would most enjoy and benefit from this special experience. The attendees ranged from children and teens to seniors and adults with disabilities. We partnered with Project Hospitality who services the homeless, Seamen's Society who services foster child care and Safe Horizons, Eden II, GRACE Foundation, Hungerford School, A Very Special Place, Cerebral Palsy of NY State Eger Harbor House, Independent Living Association, Jewish Board/Family Resource, Markham Gardens, On Your Mark, SI Blind Society, SIDDSO, United Cerebral Palsey and more. We are most proud of inviting over 900 families of children with autism and special needs to a special performance of our annual Christmas Show.

"Thank you for giving my son Anthony the opportunity to attend the special showing of the Christmas show at the St George Theatre in a setting that was relaxing and enjoyable to him. He loved the show. I was thrilled that the Theatre recognized the special needs community of Staten Island. Thanks again!"

-Terry D'Albora, Mother of special needs teen



# ARTS IN EDUCATION



The St. George Theatre Arts in Education program delivered great educational live performances for grades Pre-K to High School during the 2015-2016 academic year, with a total of 8,729 students from 70 schools in attendance at 14 shows. The live performances are performed by regional, national, and international professional touring companies, connecting the arts to the classroom curriculum. Complimentary custom planned study guides are made available online for all teachers that are encouraged to in the classroom. Shows included during the year were, Rainbow Magic Live!, Brad Ross' Unbelievable Illusion, A Christmas Carol, Charlie Brown's Christmas, The Wizard of Oz, Gabi Goes Green, My Heart In A Suitcase, A Holocaust Story, Frog and Toad, Amber Brown, Curious George, Celebration USA, School House Rock, and Charlotte's Web.

"I wanted to thank you for welcoming my student group to the theater. Just as I had hoped, many expressed pride for this theater being a thing of beauty in their community! They noted the respect the theater employees have for each other and the theater. They particularly loved the paintings, and the girls loved the grandeur of the ladies room! Your outreach and education is very much appreciated, and I know this is an experience my students will always cherish.

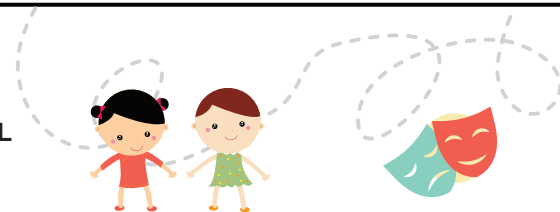
Thank you!"

Jessica F., Teacher  
International Rescue Committee



## PARTICIPATING SCHOOLS

PS 1	PS 30	PS 65	CHILDREN OF THE KINGDOM SCHOOL
PS 3	PS 32	PS 66	EDEN II
PS 4	PS 35	PS 69	GATEWAY ACADEMY
PS 6	PS 38	PS 72	HOLY ROSARY
PS 8	PS 41	PS 74	HUNGERFORD @ IS 24
PS 9	PS 42	PS 78	LAVELLE PREP
PS 11	PS 44	PS 94	MARY QUEEN OF HEAVEN SCHOOL
PS 13	PS 48	PS 102	NY FOUNDLING SCHOOL
PS 15	PS 52	PS 225	OUR LADY OF GOOD COUNSEL
PS 16	PS 53	PS 229	OUR LADY HELP OF CHRISTIANS
PS 22	PS 54	PS 373R	OUR LADY STAR OF THE SEA
PS 23	PS 55	PS 373 @ 48	SEEALL ACADEMY
PS 25	PS 56	PS 861	
PS 26	PS 57	PS/IS25	
PS 29	PS 62	IS 75	



S.I. HOME SCHOOL  
ST. ANN'S SCHOOL  
ST. CLARE'S SCHOOL  
ST. JOHN LUTHERAN SCHOOL  
ST. JOSEPH HILL ACADEMY  
ST. RITA'S SCHOOL  
ST. TERESA'S SCHOOL  
SUNSET PARK SCHOOL  
MCKEE H.S.  
TOTTENVILLE H.S.



# NEW EVENTS

In January and February of 2016, the theatre was closed to the public due to renovations of the Grand Lobby restrooms. In order to continue to generate ticket income during this time period, the concept of a themed Murder Mystery Dinner Series on the Stage was born. This unique and entertaining series of three events was well received by patrons. While solving the evening's mystery with friends new and old, attendees had the unique opportunity to admire the historic theatre from the stage: a vantage point usually reserved for on-stage performers.



St. George Theatre Murder Mystery Dinner Series, Feb-Mar, 2016

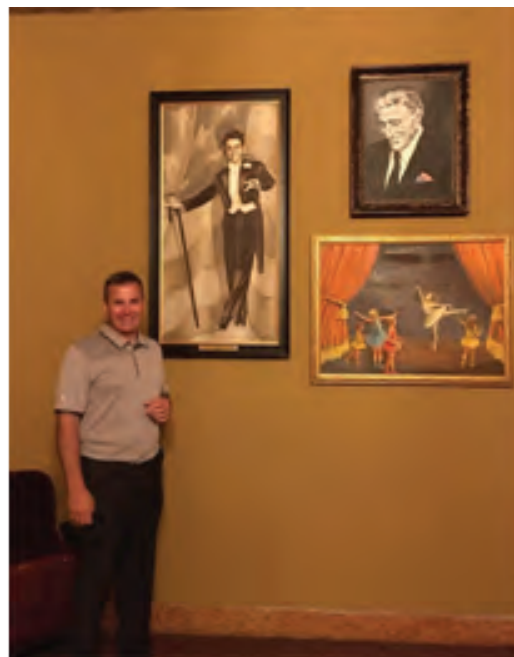
Host Sponsors: Alfred Cerullo III, Kathy and John Connors, Brian J. Laline, Kim and Rich Marin, Dr. and Mrs. Thomas Petrone

# RESTORATION

As we continued to restore and maintain the historic venue, the St. George Theatre in 2016 improved the patron experience with the completion of an important project. Thanks to a grant from Northfield Bank Foundation, ShopRite/Mannix Family, Michael Caridi/Vincent Gruppuso Foundation and the in-kind services from Rampulla Architects, Lenny Rampulla, American & International Designs Inc., Susan Arann, we were able to completely renovate our two Grand Lobby public restrooms. Both Men's and Ladies Rooms feature handicapped stalls and an additional stall was added to each restroom, adding to our patron's overall experience. The design resembles the original 1929 restrooms.



Theatre staff and board member Katherine Connors welcome Northfield Bank Foundation representatives to admire the new Grand Lobby restrooms.



A Scott LoBaido's original painting, in memory of Peter Caridi, is on display to recognize the generous contribution from Michael Caridi and the Caridi Family on behalf of the Vincent Gruppuso Foundation.

# FUNDRAISING & DEVELOPMENT

The St. George Theatre's rich history and inspiring story of its resurrection will be told through the production of an episode of the critically-acclaimed public television series, Treasures of New York. Thanks to generous grants from the Staten Island Foundation and Friends of Thirteen, this exciting project began filming in 2016, and will continue into 2017, with a projected debut of Fall 2017. This high-profile opportunity will support the theatre's future fundraising and marketing efforts to attract new patrons from beyond our local market.



# FUNDRAISING EVENTS

## LIGHTS, CAMERA, FASHION! *Children's Fashion Show*

The 4th annual Fashion Show fundraiser featured 60 models, age 7-17, walking the runway while friends and family in the audience enjoyed a day of fashion, brunch and raffle prizes. Our beautiful models were the stars for the day for their outstanding work volunteering their time to help us raise funds for the theatre.



**You're Invited!**  
to The St. George Theatre Fashion Show  
Sunday, November 1, 2015  
10:30am - 2:30pm

**LIGHTS, CAMERA, FASHIONS!**  
A fabulous fundraiser to benefit the St. George Theatre, a non-profit organization. We're taking our show on the road to the Hilton Garden Inn. Join us as we watch some of Staten Island's trendiest children showcase some of the finest casual and holiday attire. Enjoy a morning of food, fashions, and super raffles!

**Tickets: \$50 per person**  
**Chairperson:**  
Dr. Gracelyn Santos  
**Basket Chairs:**  
Ann Marie Glover and Donna Long

sponsored by  
**Staten Island Mall**  
**The Country Mouse**  
**and Bee Tween**

Call us today for reservations! 718-442-2900

Thank you for your generous support!  
You can make a difference. Your family and friends for generations, will thank you. To learn more about our non-profit theater, visit us at [www.stgeorgetheatre.com](http://www.stgeorgetheatre.com)

## 86<sup>TH</sup> ANNIVERSARY

### *Red Carpet Gala starring Jay Leno*

The 86th Anniversary Red Carpet Gala starred comedian Jay Leno. Over 300 attendees enjoyed an evening of entertainment, followed by an after-party with DJ in the majestic theatre Grand Lobby and Mezzanine Lobby.



Honoree, Dan Bilotti, at the podium with Brian Laline, Chairman to the Board and Fred Cerullo, Board Member looking on.



Co-Founders with Jay Leno and the honorees, Neil Shapiro, CEO, WNET, and Dorothy Pacella, Executive Director, Friends of Thirteen.

**AN EVENING WITH JAY LENO**

Special Guest Opener  
*Emily West*

**86th Anniversary Gala**  
**Friday, March 11, 2016**  
Showtime: 8:00pm  
Tickets: \$125, \$99, \$89, \$69  
Gala Tickets: \$300\*

**St. George Theatre**

[www.stgeorgetheatre.com](http://www.stgeorgetheatre.com) Box Office: 718-442-2900 [ticketmaster.com](http://ticketmaster.com) [f](https://www.facebook.com/stgeorgetheatre) [i](https://www.instagram.com/stgeorgetheatre) [y](https://www.youtube.com/stgeorgetheatre) [in](https://www.linkedin.com/stgeorgetheatre) [p](https://www.pinterest.com/stgeorgetheatre) [t](https://www.tumblr.com/stgeorgetheatre) [sc](https://www.soundcloud.com/stgeorgetheatre) [s](https://www.spotify.com/stgeorgetheatre) [d](https://www.deezer.com/stgeorgetheatre) [lf](https://www.last.fm/stgeorgetheatre) [bc](https://www.bandcamp.com/stgeorgetheatre) [p](https://www.pandora.com/stgeorgetheatre) [sl](https://www.slacker.com/stgeorgetheatre) [sx](https://www.siriusxm.com/stgeorgetheatre) [i](https://www.iheart.com/stgeorgetheatre) [89.3](https://www.89.3.com/stgeorgetheatre) [102.7](https://www.102.7.com/stgeorgetheatre) [104.5](https://www.104.5.com/stgeorgetheatre) [106.7](https://www.106.7.com/stgeorgetheatre) 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# FY16 FUNDERS AND SUPPORTERS

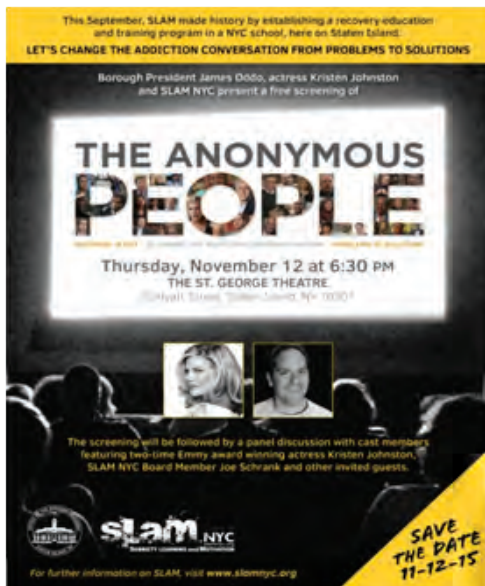
St. George Theatre is supported in part by public funds from the New York City Department of Cultural Affairs in partnership with the City Council, the Office of the Borough President and the Honorable Borough President James Oddo, Councilwoman Debi Rose, Councilman Steven Matteo, the former Borough President, the Honorable James P. Molinaro, Assemblyman Michael Cusick, Bloomberg Philanthropies, Richmond County Savings Foundation, The Staten Island Foundation, Singers Forum Foundation, Northfield Bank Foundation, Friends of Thirteen, The Lois & Richard Nicotra Foundation, Jessica and Frank Dillon, Con Edison, Gateway Arms Realty, Staten Island University Hospital/Northwell Health, Merrill Lynch, ShopRite, Applebee's Neighborhood Grill & Bar, American Guild of Variety Artists in memory of Bea Kalmus-Sher, and many business and individual donors.

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The Honorable Fred Cerullo III  
The Lois & Richard Nicotra Foundation  
The Vincent Gruppuso Foundation  
We Got Lites  
Westerleigh Press  
Williams Eye Works

# COMMUNITY EVENTS

True to our mission of developing and cultivating local talent in the community, the St. George Theatre presented local talent programming in FY 2016. Gracing our stage were established acts like the Divine Women Show, which gave local female artists an opportunity to shine, to the Minty Awards, which celebrated our local up-and-coming talent like high school musical theater rising stars. Other shows included Beatles Blast, which benefited local charity Where to Turn, and featured a wide range of local talent performing Beatles classics. Our annual Christmas Show was performed by a cast of over 100 volunteers, continuing a long holiday season tradition started by our founder in 2004. In January 2016, our first ever One Night of Art series featured local artists specializing in a variety of media ranging from photography and painting to multi-media 3D creations, which were on display on two levels of the theatre in the Grand Lobby and Mezzanine Lobby, attended by close to 1,000 community members. Additionally, we were proud to host the 2016 NY Department of Education Borough Arts Festival where hundreds of students had the chance to express themselves through dance, music and spoken word.





# PUBLIC PERFORMANCE SERIES

Serving the diverse needs and interests of our community, the St. George Theatre presented an increased range of programming in FY 2016 from family shows to legendary performers. Fan favorites were Donny Osmond, Cheap Trick, Diana Ross, Ringo Starr, Latin acclaimed artist Victor Manuelle, and YouTube sensation Postmodern Jukebox. The St. George Theatre continues its long history of bringing live theatre to the Staten Island community and all of NYC.

**Musical Concerts:** Cheap Trick, Disco Ball, Blue Oyster Cult, Scott Bradlee's Postmodern Jukebox, Dick Fox's Holiday Doo-Wop, Women of Ireland, Donny Osmond, Kansas, Diana Ross, Victor Manuelle, Outlaws & Artimus Pyle Band, Ringo Starr & His All Star Band, The Happy Together Tour

**Family:** Shrek, the Musical, Rocky Horror Picture Show, Rainbow Magic Live!, Brad Ross' Unbelievable Illusion, Christmas Show, Nutcracker, Fairy Tale Winter, Wizard of Oz, Curious George

**Comedy:** Craig Ferguson, Whoopi Goldberg, Jay Leno, Gilbert Gottfried and Jackie "The Joke Man" Martling.

**Tribute Acts:** Memories of Frank, Beatlemania Now!, Eaglemania, Invincible: A Glorious Tribute to Michael Jackson, Live from Nashville!



Celebrate Cinco de Mayo! Led by trumpet player Cindy Shea, the Mariachi Divas are a two-time GRAMMY Award winning multicultural, all female ensemble imbued with the unique musical flavor of Los Angeles.

**Sunday, May 1, 2016**

**Showtime: 6:00pm**

Box Office: 718-442-2900  
35 Hyatt Street, Staten Island, NY 10301  
Two Blocks from the Staten Island Ferry

[ticketmaster.com](http://www.ticketmaster.com)

[www.stgeorgetheatre.com](http://www.stgeorgetheatre.com)

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Parking Available \$42 / \$52 Bus Stops at Hyatt Street





A Non-Profit Organization

**FALL 2015 SEASON**



**CHEAP TRICK**  
September 25th



**WHOOPI GOLDBERG**  
November 7th



**CRAIG FERGUSON**  
September 24th

**9/24 CRAIG FERGUSON**  
**9/25 CHEAP TRICK**  
**9/26 DISCO BALL 2015**  
THE HUES CORPORATION, HEATWAVE, FRANCE JOLI, MUSIQUE, STAN WADE'S TRAMPS, ROSE ROYCE, CORY DAYE, HAROLD MELVIN'S BLUE NOTES, ANGELO VENUTO'S VOICES, AND HOSTED BY JOE CAUSI

**10/3 MEMORIES OF FRANK**  
CELEBRATING 100 YEARS OF FRANK SINATRA  
**10/9 BEATLEMANIA NOW**  
JOHN LENNON 75TH BIRTHDAY CELEBRATION  
**10/17 BLUE OYSTER CULT**  
**10/18 DEFYING GRAVITY**  
THE MUSIC OF STEPHEN SCHWARTZ  
**10/25 SHREK THE MUSICAL**  
**10/30 THE ROCKY HORROR PICTURE SHOW**  
40TH ANNIVERSARY SCREENING

**11/7 WHOOPI GOLDBERG**  
**11/14 SCOTT BRADLEE'S POSTMODERN JUKEBOX**  
**11/15 RAINBOW MAGIC LIVE! SAVING FAIRYLAND**  
**11/20 BRAD ROSS' UNBELIEVABLE**  
**11/21 TOM WOPAT**  
**11/29 CLIFFORD THE BIG RED DOG LIVE!**  
**12/5 DICK FOX'S DOO WOP EXTRAVAGANZA**  
LOU CHRISTIE, JAY & THE AMERICANS, THE SKYLINERS, THE CLASSICS, THE KNOCKOUTS  
**12/11-12/13 THE CHRISTMAS SHOW**  
**12/29 A FAIRY TALE WINTER**

St. George Theatre Restoration Inc.  
35 Hyatt Street, Staten Island, NY 10301

718-442-2900  
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STEVE LUKATHER



RICHARD PAGE



GREGG ROLIE



TODD RUNDGREN



WARREN HAM



GREGG BISSONETTE

**Wednesday, June 15, 2016**

**Showtime: 7:30pm**

Box Office: 718-442-2900  
35 Hyatt Street, Staten Island, NY 10301  
Two Blocks from the Staten Island Ferry

[ticketmaster.com](http://www.ticketmaster.com)

[www.stgeorgetheatre.com](http://www.stgeorgetheatre.com)

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Parking Available \$42 / \$52 Bus Stops at Hyatt Street



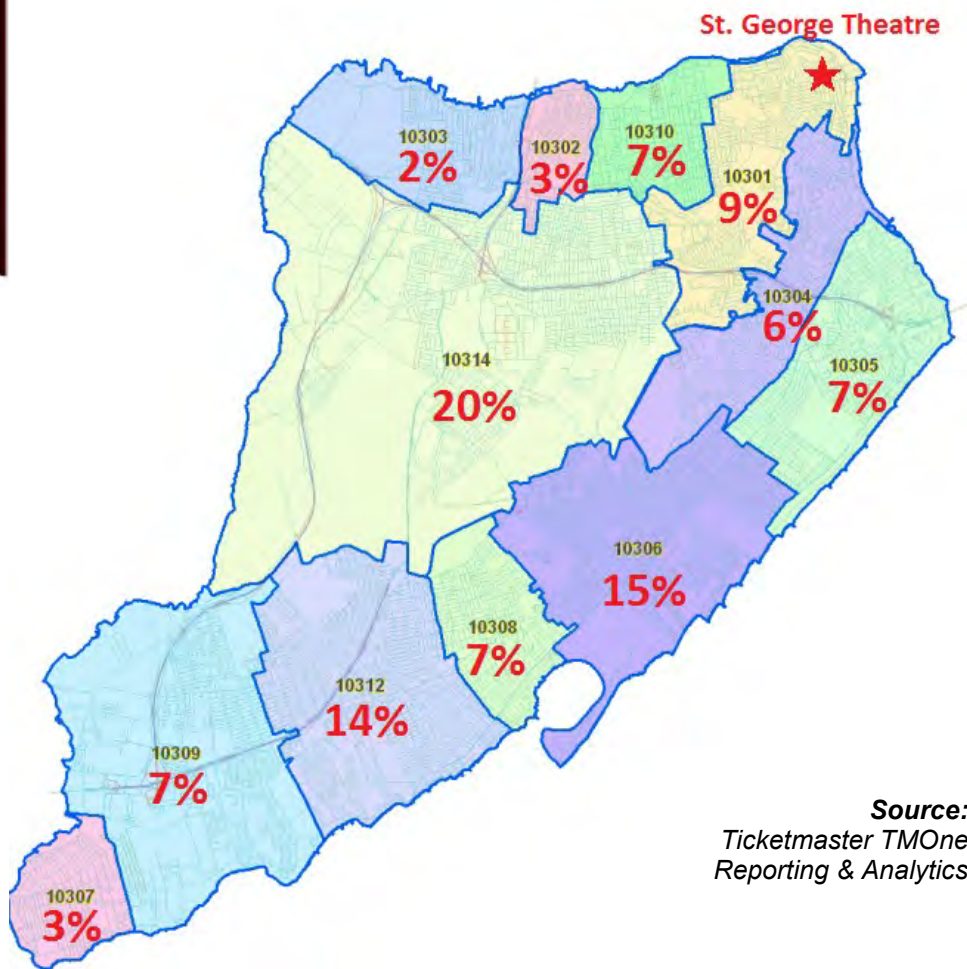


# ***If you stage it...they will come!***

The St. George Theatre has tracked ticket sales from 2015-2017 and is happy to report that Staten Islanders from throughout the entire borough are attending events at the historic theatre.

In fact, nearly **40%** of tickets were purchased by residents of the **South Shore**.

## **Staten Island Ticket Sales by Zip Code (2015-2017)**



Source:  
Ticketmaster TMOne  
Reporting & Analytics



- This data refutes the **misconception** that South Shore residents will not travel to the North Shore. Local restaurants report significantly higher patronage on show nights, demonstrating an economic ripple effect.
- St. George Theatre has become an established **regional venue** in the Tri-State Area. Ticket sales have been steadily **increasing** year-by-year including a larger percentage emanating from off-island locations such as Brooklyn, Manhattan, and New Jersey. The data shows that in 2015, Staten Islanders made up nearly 70% of the theatre's total ticket sales; for 2017 upcoming shows, about 60% of future sales come from Staten Island residents, further displaying growth outside of the borough.

*St. George Theatre*



# ST. GEORGE THEATRE RESTORATION, INC.

## STATEMENT OF ACTIVITIES FOR THE YEAR ENDED JUNE 30, 2016

	6/30/2016	6/30/2015*
<b>UNRESTRICTED NET ASSETS SUPPORT AND REVENUE:</b>		
<b>SUPPORT AND REVENUE:</b>		
Ticket Sales	\$2,156,453	\$590,153
Site Rental Income	\$344,803	\$88,084
Grants and Contributions	\$432,220	\$92,145
In-Kind Donation Improvement	\$30,000	\$1,428,430
Fundraising Income	\$81,364	\$68,549
Concession Income	\$171,634	\$58,505
Memberships	\$31,866	\$285
Interest Income	\$718	\$272
<b>TOTAL SUPPORT AND REVENUE:</b>	<b>\$3,249,058</b>	<b>\$2,326,423</b>
<b>EXPENSES:</b>		
Program Services	\$2,833,062	\$949,790
Fundraising	\$79,514	\$29,095
Management and General	\$279,025	\$107,859
<b>Total Expenses:</b>	<b>\$3,191,601</b>	<b>\$1,086,744</b>
Changes in Unrestricted Net Assets	\$57,457	\$1,239,679
Temporarily Restricted Net Assets		
Grants and Contributions	\$5,000	\$0
Total Temporarily Restricted Net Assets	\$5,000	\$-
Total Changes in Net Assets	\$62,457	\$1,239,679
Net Assets, Beginning of Year	\$5,771,396	\$4,531,717
Net Assets, End of Year	<b>\$5,833,853</b>	<b>\$5,771,396</b>

\* 2015 was a transitional year where we changed our fiscal year end from 12/31 to now end on 6/30; financials represents only 6 month and most of that time theatre was under renovations

<b>TICKET SALES DETAILS:</b>		
Headliners	\$2,113,410	\$558,004
Arts In Education	\$ 43,043	\$32,149
<b>OUTREACH PROGRAM EXPENSE BREAKOUT:</b>		
Summer Outreach Dance		
Theatre/Literacy Workshop	\$42,275	-
Children's School-Day		
Theatre Series	\$178,200	\$168,140



