



# ANNUAL REPORT FY17

## St. George Theatre Restoration Inc.

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

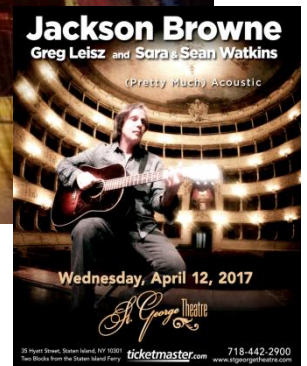
Doreen P. Cugno  
*President & CEO*

### MISSION STATEMENT

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



# FY 2017 PROGRAM ACCOMPLISHMENTS

## 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 2016. Providing free dance training to underprivileged youth is part of the bedrock of the St. George Theatre's mission. Students gained practical skills, such as stage presence, public speaking and audition preparation. They 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

SGT's Night of Theatre provided free access to a special night of theatre for members of our community for whom a ticket would be out of reach due to financial challenges. Blocks of tickets were donated to community-based agencies who then selected members they determined would most enjoy and benefit from this unique experience. Attendees ranged from children and teens, seniors and adults with disabilities, foster children to the homeless. SGT partnered with Project Hospitality, Seamen's Society, 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 Palsy, amongst others. We are particularly proud to have welcomed 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 professional and educational live performances for grades Pre-K to High School during the 2016-17 academic year. With an emphasis on providing professional arts and theater experiences, the SGT presented performances by regional, national, and international touring companies that connected arts to classroom curriculum. A collection of thirteen biographies, beloved fairytales and shows that featured cross-curricula connections in STEM disciplines, grammar, history, classic literature, and music and/or reflect culturally enduring themes such as honesty, generosity or doing right by others were presented to over 14,000 students, teachers and parents from 79 unique schools. Complimentary custom planned study guides were made available online for classroom planning and use. Shows included Jackie Robinson, A Charlie Brown Christmas, The Wizard of Oz, The Rainbow Fish, My Heart In A Suitcase, Frog and Toad, Seussical, New Kid, Charlotte's Web, Schoolhouse Rock.



### 2016-2017 LIVE PERFORMANCES

DATES MAY CHANGE TO ACCOMMODATE SCHOOL CALENDAR

#### A Christmas Carol

Thursday, December 1, 2016  
Showtime: 10:00am  
Grades: K - 5

Warm your hearts with Charles Dickens' holiday classic. Watch mean Old Scrooge as he discovers Christmas is not a HUMBUG! This puppet spectacular features beautiful handcrafted marionettes, shadow puppets, gorgeous masks, lush costumes, and sets, a professional soundtrack that includes many holiday favorites, a giant 8-foot parade puppet, and guaranteed smiles. Experience this literary masterpiece that reaches far beyond the holiday season!

**THEMES:** Family, Compassion, Forgiveness, Home, Relationships, Choices

#### A Charlie Brown Christmas

Wednesday, December 6, 2016  
Showtime: 10:00am  
Grades: 1-5

The classic animated television special, "A Charlie Brown Christmas", comes to life in this faithful stage adaptation where Charlie Brown, Snoopy and the other Peanuts gang struggle with the real meaning of Christmas!

**THEMES:** Friendship, Peace, Humility

#### Jackie Robinson

Tuesday, February 23, 2017  
Showtime: 10:00am  
Grades: K - 5

This baseball star played an important role in integrating professional sports. His story is showcased in a production which is heartwarming, lively and interactive. Young audiences join Jackie as he learns valuable lessons from his mother, then cheer him on as he scores his first home run as a professional baseball player. Audiences even join Jackie onstage to help him overcome bullying without fighting back. The Jackie Robinson story is the perfect complement to Black History celebration and inspires young people to do what is right, follow their dreams and never give up.

**THEMES:** Black History Month celebration, Equality, Civil Rights, Perseverance

#### Professor Parsnip's Lab of Healthy Choices

Wednesday, March 23, 2017  
Showtime: 10:00am  
Grades: K - 5

Wacky Professor Parsnip takes your young audiences on an adventure through science while teaching lessons on how to make good choices in diet, exercise and environment along the way. Exciting science experiments from the Lab of Professor Parsnip reinforce healthy habits and good character traits. Interactive and fun, this year's production features a variety of brand new and even more impressive science experiments.

**THEMES:** Nutrition, Health, Science, Lifestyle Choices, Healthy Habits

#### The Wizard of Oz

Monday, April 3, 2017  
Showtime: 10:00am  
Grades: K - 6

Little Dorothy Gale of Kansas dreams of what lies over the rainbow. Come join Dorothy, the Scarecrow, the Tinman, the Cowardly Lion, and Toto as they travel the universe of Dorothy's imagination! Songs include "Over the Rainbow", "Ding Dong the Witch is Dead", and "We're Off to See the Wizard" - all performed to LIVE music!

**THEMES:** Good vs. Evil, Friendship, Bravery, Classic Literature

#### The Rainbow Fish

Thursday, April 6, 2017  
Showtime: 10:00am  
Grades: Pre-K - 4

With her lovely coloring and shimmering scales, the Rainbow Fish is used to being the most beautiful creature in the ocean. So when the other fish ask her for some shiny scales, she refuses. How can she sacrifice the one thing that makes her so unique? Will some good advice from the wise old Octopus persuade the Rainbow Fish to share her gifts with those around her? And Power has turned Marcus Pfister's bestselling book into the delightful and touching musical about the value of sharing true friendship with others.

**THEMES:** Being true to yourself, Acceptance

#### New Kid

Tuesday, April 25, 2017  
Showtime: 10:00am  
Grades: K - 6

New Kid is the story of an immigrant family from a distant place called Homeland. When the family arrives in America, they discover a new culture and unexpected prejudice against Homelanders. This clever play has the Homelanders speaking English, and the Americans speak a made-up gibberish language, allowing the audience to understand what it is like to be overwhelmed by a new language and new customs. "New Kid" remains the Touring Theatre's most successful program, addressing racism, prejudice, peer pressure, and conflict resolution. "New Kid" asks students to explore issues of moving to a new place, being the outsider, making and keeping friends.

**THEMES:** Bullying, Equality, Acceptance of other cultures, Diversity

#### Frog and Toad

Tuesday, May 2, 2017  
Showtime: 10:00am  
Grades: Pre-K - 3

Arnold Lobel's well-loved characters hop from the page to the stage. "A Year with Frog and Toad" remains true to the spirit of the original stories as it follows two great friends, the cheerful and popular Frog and the rather grumpy Toad through four fun-filled seasons.

**THEMES:** Loyalty, Team work

#### School House Rock

Wednesday, May 11, 2017  
Showtime: 10:00am  
Grades: 1 - 5

The Emmy Award-winning 1970s Saturday morning cartoon series that brought history, grammar, math, science and politics through clever, tuneful songs is not only making a small-screen comeback - instructing a whole new generation to "Unpack Your Adjective" and "Do the Circulation" - it's lighting up the stages everywhere! Tom, a school teacher nervous about his first day of teaching, tries to relax by watching TV when various characters representing facets of his personality emerge from the set and show him how to win his students over with imagination and music, through such beloved Schoolhouse Rock songs as "Just a Bill", "Lolly Lolly Lolly" and "Conjunction Junction".

**THEMES:** Imagination, Music, Fun-Learning, History, Grammar, Math

#### Seussical

Friday, May 19, 2017  
Showtime: 10:00am  
Grades: K - 5

A little boy's big imagination is the subject of a story told by The Cat in the Hat, Horton the Elephant, Gertrude McFuzz and many other Dr. Seuss favorites. At the end of this delightful musical story, friendship, loyalty and family are challenged and emerge triumphant.

**THEMES:** Friendship, Loyalty, Family, Compassion, Imagination

#### Charlotte's Web

Thursday, June 1, 2017  
Showtime: 10:00am  
Grades: Pre-K - 5

Theatreworks' production of Charlotte's Web is based on E.B. White's loving story of the friendship between a pig named Wilbur and a little gray spider named Charlotte. Wilbur has a problem: how to avoid winding up as pork chops! Charlotte, a fine writer and true friend, sets on a plan to fool Farmer Zuckerman - she will create a "miracle". Spinning the words "Some Pig" in her web, Charlotte weaves a solution which not only makes Wilbur a prize pig, but ensures his place on the farm forever. This measured tale, featuring mad-cap and endearing farm animals, explores bravery, selfless love, and the true meaning of friendship.

**THEMES:** Friendship, Acceptance, Loyalty, Thinking outside of the box, Classic Literature

#### St. George Theatre

A Non-Profit Organization

### AMAZING SHOW

*"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*



## COMMUNITY CONNECT SERIES

In 2017 SGT stayed true to our mission of developing and cultivating local talent. Gracing our stage were the established Minty Awards, Beatles Blast, and our annual Christmas show. From local artists, to high school musical theater rising stars, to a benefit for local charity Where to Turn, these performances were a unique opportunity for community artists to practice their craft on a professional, full-size stage. 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. The Borough Arts Festival included over 500 students from our local public schools who performed for their family and friends. Over 1,400 guests attended to enjoy spoken word, dance, singing and acting on our stage. These students showcased their talents and sparkled for all to enjoy!



## FUNDRAISING EVENTS

### 1<sup>st</sup> Annual “Laughs On The Links” Celebrity Golf, Tennis and Bocce Outing

**Monday, October 17, 2016**, the St. George Theatre held its first-ever Celebrity Golf & Tennis Outing, and we reached out to all our friends in the community to ask your support in our fundraising efforts. Colin Jost, SNL, Casey Jost, Impractical Jokers, were our Celebrity Ambassadors along with radio personalities Joe Causi and Ken Dashow. They played golf and/or mingled with our guests.





## SGT's 87<sup>th</sup> Anniversary Red Carpet Gala starring Huey Lewis and the News!

Each year at the Gala, the Georgie Awards are presented to recognize those friends who have made it possible for the St. George Theatre to continue and thrive in our mission. This year's recipients of the Georgie Awards are **The Stephen Siller / Tunnel to Towers Foundation**; and **David Barry**, President of Ironstate Development Company and CEO of URBV; for their outstanding contributions to the community. The annual Red Carpet Gala is the principal fundraiser for St. George Theatre Restoration Inc. and features a pre-show cocktail reception, Georgie Award presentation, a concert by Huey Lewis and The News and an after-party in the grand and mezzanine lobbies with open bar, hors d'oeuvres, and dance music. Over 350 attendees enjoyed an evening of entertainment, followed by an after-party with a DJ in the majestic theatre Grand Lobby and Mezzanine Lobby and over 1,000 guests enjoyed the benefit concert.

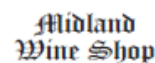


### Special Thanks to our Red Carpet Gala Sponsors

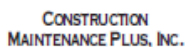
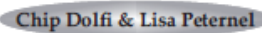
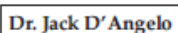
#### CENTER STAGE SPONSORS



#### RED CARPET SPONSORS

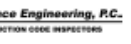
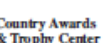


#### SPOTLIGHT SPONSORS



#### ANNIVERSARY SPONSORS

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#### RESTAURANT SPONSORS

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#### DESSERT SPONSORS

Cake Chef / Cookie Jar / Piece A Cake • Dominick's Bakery

Special Thanks To Port Richmond High School Culinary Department

## PUBLIC PERFORMANCE SERIES

Serving the diverse needs and interests of our community, the St. George Theatre presented an increased range of programming in FY 2017 from family shows to legendary performers. Fan favorites were George Thorogood, Darlene Love, Stylistics, Chilites, Delfonics, Gilberto Santa Rosa, Kenny Rogers, Peter Frampton, Paul Anka, Jackson Browne, Chaka Kahn, Brian Regan and Billy Gardell. Affordable Family Theater shows included Alice in Wonderland, The Wizard of Oz, and Seussical to name a few. National tour Peppa Pig was a fan favorite for our young theater goers. The St. George Theatre continues its long history of bringing live theatre to the Staten Island community and all of NYC.





## CULTIVATING EVENTS

**St. George Theatre Murder Mystery Dinner Series**, February 2017. This included dinner and show ON STAGE for the performers and guests. This was a unique way to enjoy and experience the St. George Theatre where patrons see the theater in the eyes of a performer by enjoying the spectacular view of our main room. These themed shows are a great way for our theater staff and board members to meet and cultivate theater goers and supporters.



We hosted our first **Friends and Benefactor Event** on May 4, 2017. We invited all our supporters to a cocktail reception with backstage tours and a performance given by cabaret star Kim Grogg and Friends. Our goal was to say thank you to our patrons at this special event and to show them our appreciation for all that they do to support our mission throughout the year.





## RESTORATION

Please, have a seat! In 2017 SGT completed the 12-week mezzanine seating project, including a full electrical upgrade, new aisle lighting and handrails, and carpeting that is reminiscent of the original 1930s design with over 1,300 new velour seats.



## FUNDRAISING & MARKETING 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, with a projected debut of October 2017. This high-profile opportunity will support the theatre's future fundraising and marketing efforts to attract new patrons from beyond our local market.





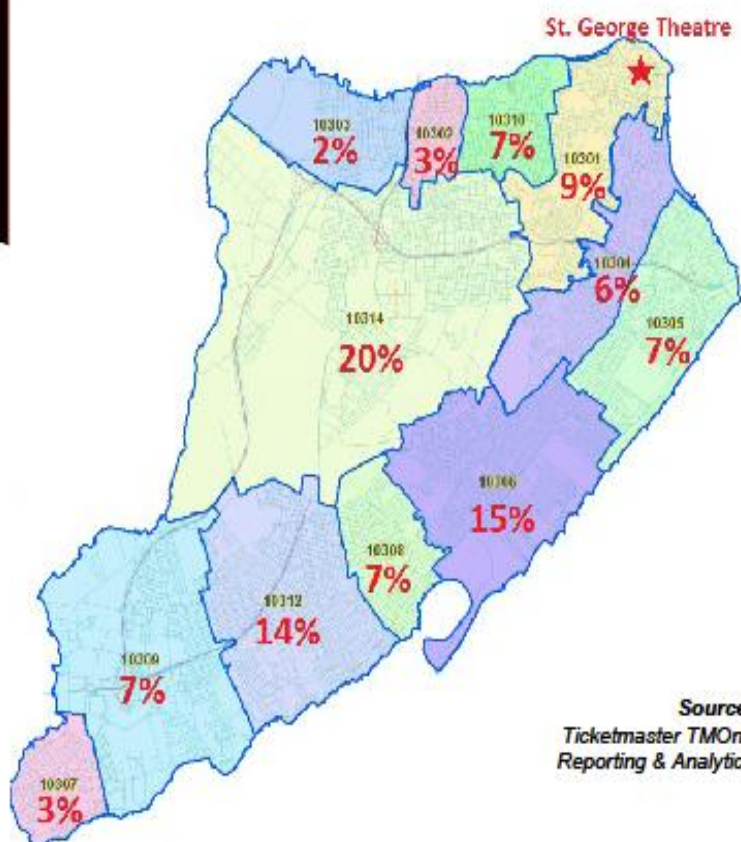
## AUDIENCE ANALYSIS

***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)



Ringo Starr, 2018



Cheap Trick, 2015

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*

**FINANCIALS** Please review FY17 990 available on our website.

## **FUNDERS**

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, Senator Andrew Lanza, Bloomberg Philanthropies, Richmond County Savings Foundation, The Staten Island Foundation, Singers Forum Foundation, Northfield Bank Foundation, Friends of Thirteen, The Lois & Richard Nicotra Foundation, 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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