

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

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www.stgeorgetheatre.com

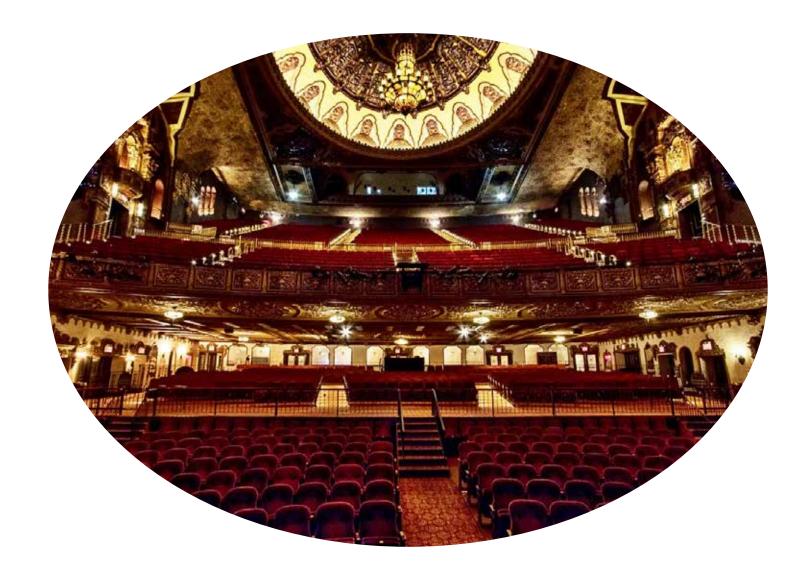
Doreen P. Cugno President & CEO

## **ANNUAL REPORT FY18**



## 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.



# FY18 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 2017. 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, costumes, writing supplies and books. Free lunches were provided by Gavel Grill, 120 Bay Café, Pier 76, ShopRite, and Met Foods.

This 12-day program includes ten instructional days and two theater experience days is a great way to learn about many techniques in dance while being introduced to dance, theater, music and so much more! Classes include modern, jazz, ballet, hip-hop, multi-culture dance, singing, acting, musical theater, dance history, careers in the arts, literacy, public speaking, preparation for auditions, and performance highlighting music, dance and spoken word. The Lion King celebrated their 20th year of the show on Broadway and in that spirit our theme for the program was The Lion King. Our guest teacher was Tsidii Le Loka who brought forth the role of "Rafiki" as she created in her multiple Award-winning Broadway debut in the original cast of The Lion King on Broadway. Tsidii shared her vision and inspiration in a way that only she can - from the essence of her history, with an expression uniquely hers. Tsidii brought to life this journey as a hands-on life lessons, music, history, and culture. 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.

This program was funded by: NYC Department of Cultural Affairs, Councilwoman Debi Rose, Councilman Steve Matteo, Councilman Borelli, Con Edison, Singers Forum Foundation, our community/corporate partners, and our local restaurants,









# FY18 PROGRAM ACCOMPLISHMENTS SUMMER OUTREACH PROGRAM



## NIGHT OF Cheatre

Through our Night of Theatre community program, the St. George Theatre provides memorable live experiences to those members of our community for whom a theatre ticket would be out of reach due to financial challenges. In FY18, thousands of tickets were donated to community agencies who in turn selected and invited those members they determined would most enjoy and benefit from this special experience. Such organizations include Project Hospitality, Seamen's Society for Children and Families, Autism Warriors, Safe Horizons, Eden II, GRACE Foundation, A Very Special Place, Cerebral Palsy of NY State, Eger Harbor House, Independent Living Association, Jewish Board/Family Resource, Markham Gardens, On YourMark, Staten Island Blind Society, SIDDSO, and many more. The cornerstone of the Night of Theatre program each year is the invited preview performance of the annual St. George Theatre Christmas Show, where over 1500 attendees enjoy this holiday tradition completely free of charge.







"The families and residents of Crossroads Unlimited Inc. (a Staten Island agency that provides programs for individuals impacted by developmental disabilities), were fortunate to be invited to the Christmas Show at the St. George Theatre. It was a magnificent show and a wonderful experience for our group. We are so appreciative to the St. George Theatre for their generosity."

- Donna Long, Director of External Affairs, Crossroads Unlimited Inc.

## ARTS IN EDUCATION











For the 2017-2018 school year, The St. George Theatre Arts-in-Education delivered professional-grade educational performances to over 10,000 students in the Staten Island and Brooklyn community. With an emphasis on providing professional arts and theatre experiences, our annual Arts-in-Education Program presented performances from regional, national, and even international touring companies that connected the arts with the classroom. Throughout the year, we offered a wide variety of live performances catering to different aspects of the student's curriculum. Literary works such as: Charles Dickens' A Christmas Carol, and Arthur Lobel's Frog and Toad. Classic and modern favorites like: The Wizard of Oz, Nugget and Fang, and A Charlie Brown Christmas. And shows geared towards specific topics such as: Jackie Robinson (Black History Month), American Giants of Science (STEM), and The Story of Anne Frank (Holocaust Awareness Month).



"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



## CAREER PATHS IN THE ARTS PROGRAM

We piloted a new educational program, Career Paths in the Arts in 2018! Our goal for this program is to educate high school students who have an interest in pursuing a starring role on Broadway or Hollywood of the many career paths available beyond performance. This special two-day program welcomed Moore Catholic High School and Curtis High School students who were interested in exploring career paths in the arts and entertainment industry to take a look at what happens at the St. George Theatre behind the curtain. Throughout the program, students moved around the theater for discussions and learning, from the lower level lobby to the mezzanine lobby, the box office to the lighting board, the backstage to the second mezzanine seating area. This program included 30-minute interactive workshops among the theater staff and students about arts administration, finance, programming, talent buying, working with agents, box office duties, marketing and advertising, digital and technology, fundraising, venue operations, and restoration.







Facilities Manager, discusses how to advance a show with the artist's management team.

Pete Mastropaolo, Production and Kevin Jamison teaches a group of students about the rigging system at the theater.

SGT staff and students gather for a group photo in the Richmond County Savings Foundation Circle seats.

"This was such a great experience for our performing arts students at Moore Catholic. So often, the focus is placed solely on the singing, acting, and dancing we enjoy in a production. We often forget that there are so many people involved in producing a show. Our experience at the St. George Theatre also opened up other venues for students to pursue other than performing. One student mentioned that this workshop encouraged her to pursue marketing while another suddenly found an interest in lighting design. It is so important for students to know all of the opportunities that lay ahead of them so that they can continue pursuing their dreams."

-Kristen Dalto, Director of Performing Arts at Moore Catholic High School

## **COMMUNITY CONNECT SERIES**

True to our mission of developing and cultivating local talent in the community, the St. George Theatre presented local talent programming in FY18. Gracing our stage were the Minty Awards, which celebrated our local up-and-coming talent 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. Additionally, we were proud to host the 2018 NY Department of Education Borough Arts Festival where hundreds of students had the chance to express themselves through dance, music, and spoken











## **FUNDRAISING EVENTS**

## 2nd Annual Laugh on the Links Golf, Tennis and Bocce Outing

On Monday, October 2, 2017 the St. George Theatre hosted its 2nd annual Celebrity Golf, Tennis, & Bocce Outing fundraiser at the Richmond County Country Club. The event honored Vito Picone of The Elegants, brothers Colin Jost (Saturday Night Live) and Casey Jost (Impractical Jokers), The Fitzsimmons Family of Gateway Arms Realty, and Chris Lacey of Lacey's Bridge Tavern. Celebrities who joined us for the day included Picone, the Josts, radio personalities Joe Causi and Ken Dashow, legendary singers Gary US Bonds, Charlie Thomas of The Drifters, Tony Testa of The Duprees, Joe Giglio of The Four Aces, Joe Terry of Danny and The Juniors, and comedian Tommy Gooch.



Group shot of the tennis players



Honoree Vito Picone (right) and the doo wop legends sing "Stand By Me" at the awards dinner



Honorees Casey Jost of Impractical Jokers (left) and Colin Jost of Saturday Night Live (right) with their dad Dan Jost on the golf course.



## 88<sup>TH</sup> ANNIVERSARY Red Carpet Gala starring Michael McDonald

The St. George Theatre celebrated its 88th anniversary on Saturday, March 24, 2018 with the annual Red Carpet Gala and Benefit Concert starring Michael McDonald. The event featured a pre-show cocktail reception, awards presentation, concert, and after-party. Over 1,500 guests and 75 sponsors supported the fundraiser. Honored for their service to Staten Island were two distinguished couples who have made great contributions to both the St. George Theatre and the Staten Island community: Frank & Jessica Dillon of Hanley Funeral Home, and Dr. Thomas & Maria Petrone of Petrone Associates. Proceeds from the evening are to benefit St. George Theatre Restoration Inc, the non-profit organization dedicated to the restoration and preservation of the historic St. George Theatre.



Michael McDonald performs for a near-sellout crowd.



Co-Founders Doreen Cugno and Luanne Sorrentino with honorees The Petrones and Dillons with Michael McDonald.



Chairman Brian Laline and Board Member Fred Cerullo with Luanne and honorees Frank and Jessica Dillon on stage during the Georgio Award Presentation.





Gala Committee Members and Volunteers: Leslie Dubois and Carmela Montella.

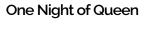
# PUBLIC PERFORMANCE SERIES

Serving the diverse needs and interests of our community, the St. George Theatre presented an increased range of programming in FY18 from family shows to legendary performers. Fan favorites were Daughtry, Patti LaBelle, Melissa Etheridge, The Spinners, Jerry Rivera, and so many more. The St. George Theatre continues its long history of bringing live theatre to the Staten Island community and all of NYC.

Musical Concerts: Patti LaBelle, Michael McDonald, America, The Temptations and The Four Tops, Melissa Etheridge, Paul Anka, Daughtry, LeAnn Rimes, Citizen Cope, Charlie Daniels Band, Little Steven and the Disciples of Soul, Steve Hackett, The Mavericks, Postmodern Jukebox, Stephen Stills and Judy Collins, Jerry Rivera, Neil Sedaka, Tony Orlando, The Plain White T's, Pink Martini, Don McLean and Firefall, Travis Tritt, The Spinners and Heatwave, Todd Rundgren, Ace Frehley and Appice, Carl Palmer's ELP Legacy and Zebra, Home Free, Ronnie Spector, Albanian Independence Day Concert

**Family Style:** The Christmas Show, Michael Carbonaro Live, Olate Dogs, Shopkins Live, Erth's Dinosaur Zoo Live, Frozen the Movie

Comedy: Andrew Dice Clay, Kevin James, Tape Face Tribute Acts: The Ultimate Elvis Tribute Artist Spectacular, Kashmir: Led Zeppelin Tribute, Close to You: Tribute to The Carpenters, Beatles Blast, Jessie's Girl 80s Tribute, The Lords of 52nd Street: Legends of the Billy Joel Band,

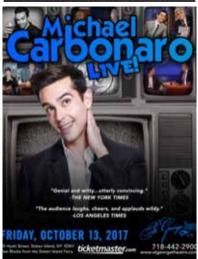


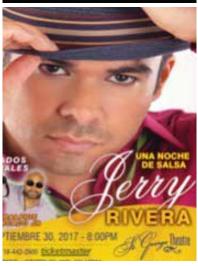


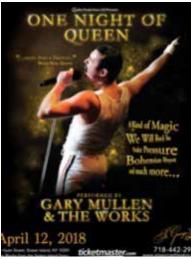
















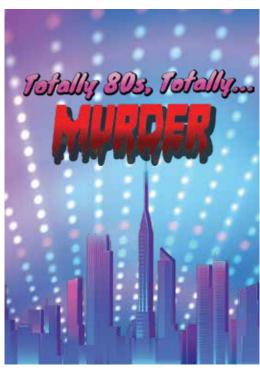


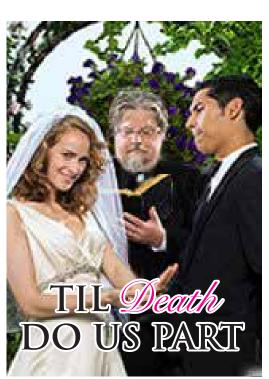
# MURDER MYSTERY Mights



In January 2018, the St. George Theatre hosted a series of Murder Mystery Nights. For the third year in a row, we teamed up with The Murder Mystery Co., a theatre group that specializes in interactive murder mystery dinners. This unique and entertaining series was well received by patrons of all ages. 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. Our themes for 2018 were: "Till Death Do Us Part", "Midnight at the Masquerade", and "Totally 80s, Totally Murder".













## FRIENDS & BENEFACTORS THANK YOU EVENT





Attendees were given the opportunity to walk on stage and tour the theatre.



Friends and benefactors gather in the Grand Lobby for cocktails and mingling.



Box Office Manager Eric Petillo and longtime SGT member Helen Settles.



Kim Grogg Marin and Friends perform a special concert for the attendees.

On Tuesday, May 1, 2018 the St. George Theatre held a special thank you event for its donors, supporters, members, volunteers, and friends. The event featured a cocktail party, exclusive backstage tours, and a cabaret performance led by board member Kim Grogg Marin and friends including fellow board member and trombonist Dr. Tom Petrone and featured singer Marcus Simeone.

# RESTORATION EFFORTS MEZZANINE SEATING PROJECT



The St. George Theatre's main stage went dark from July to mid-September to accommodate construction for the 1,300 seating section in the mezzanine. This magnificent and beautifying project was complete just in time to kick off our fall season. This project had a positive impact for our patrons!

The project was funded by the Office of the Borough President James Oddo, City Council Members Debi Rose, Steve Matteo, and Joseph Borelli, and the NYC Department of Cultural Affairs. It was managed by NYC Economic Development Corporation and The LiRo Group. Award-winning theater architects Karen Lee and Fred Basch (Studio 54, Symphony Space) collaborated to renovate the mezzanine, including the design of a custom carpet inspired by the venue's original from 1929, a seat replacement to restore the mezzanine's historic character along with cup-holders, handrails, and aisle lighting. Earth Construction Corporation, a WBE and WBENC certified company was the general contractor. The theater seats were fabricated by Irwin Seating Company, one of the world's leading manufacturers of audience seating, and the carpeting by Celebrity Carpet.

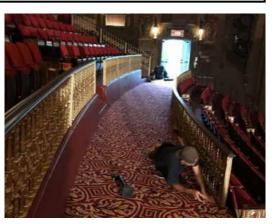
"St. George Theatre is one of our city's great performing arts facilities, attracting artists and audiences from across the city and beyond to this vibrant neighborhood," Cultural Affairs Commissioner Tom Finkelpearl said. "Quality seating is central to the experience of going to the theater, of course, and the marquee will better broadcast what so many of us already know: St. George Theatre is home to some of the greatest shows in town."

"The St. George Theatre is a major cultural attraction on the North Shore, and with the renaissance St. George is having, it's important to modernize the theatre while also honoring its history," Borough President Oddo said. "The theatre is a local gem, and these upgrades will notably enhance the experience of seeing a show."

"This renovation builds on our continued work in downtown Staten Island to bring new housing, entertainment, and good jobs to residents throughout the borough," said NYCEDC President and CEO James Patchett.







## **FUNDRAISING & DEVELOPMENT**

The St. George Theatre's rich history and inspiring story of its resurrection is 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 was debuted in July 2017. This high-profile opportunity supports the theatre's future fundraising and marketing efforts to attract new patrons from beyond our local market!



Watch highlights of the Treasures of New York episode here: https://www.youtube.com/watch?v=\_AHnuWxpz4k&feature=youtu.be

Watch the full Treasures of New York episode here:

https://www.thirteen.org/programs/treasures-of-new-york/st-george-theatre-b8ypfe/

## **AUDIENCE ANALYSIS**

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

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

### Audience Demographics Ticket Sales by Location Staten Island 58.5 % Brooklyn 8.3 % Manhattan 4.5 % 19% Queens 2.6 % 0.5 % Bronx New York State (other) 4.3 % 2% Nassau County, 1% Suffolk County 15% **New Jersey** 10.5 % 7% Rest of USA 10.8 %

\*This graphic information was gathered where zip code information was provided.

Source: Ticketmaster

- The St. George Theatre has become an established regional venue in the Tri-State area.
- This data also 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 impact.

## **FY18 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, The Stephen Siller Tunnel to Towers Foundation, 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.

# 2nd Annual "Laugh on the Links" GOLF, TENNIS, & BOCCE OUTING SPONSORS

Stephen Siller Tunnel to Towers Foundation
Staten Island Advance
ShopRite/Mannix Supermarkets
Angiuli & Gentile
Giannone's Wine & Liquor
RPM Insurance
BCB Bank
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Winter Wonderland Staten Island

## 88th Anniversary Red Carpet Gala & Benefit Concert starring Michael McDonald

#### **Center Stage Sponsorship (\$10,000)**

Staten Island Advance
Frank & Jessica Dillon / Hanley Funeral Home

Gateway Arms Realty / Fitzsimmons Family ShopRite / Mannix Family Supermarkets

### Red Carpet Sponsorship (\$5,000)

Dr. Daniel & Joanne Megna Kim & Rich Marin Midland Wine Shop Westerleigh Press

AF Bennett
Flowers By Bernard
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#### **Spotlight Sponsorship (\$2,500)**

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### **Anniversary Sponsorship (\$1,000)**

Lucille & Jay Chazanoff
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The Laline Family
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Pepsi
Coca Cola
Fast Track Auto
Casale Jewelers
Williams Eye Works

#### **Restaurant Sponsors**

The Staaten
Da Noi
Beso/Blue/Bayou
Not Just Bagels
Brioso
Jimmy Max
Errigo's

**Prompt Direct** 

Lacey's Bridge Tavern Aunt Butchie's Nino's Bocelli Café Milano Burrito Bar Cielo Bin 5

T & L Catering Piece of Cake Dominick's Ho Brah La Strada Ruddy & Dean

#### SGT ANNUAL MEMBERS (\$250 and up)

Producer's Circle Members (\$5,000 Annual Giving)
Dr. Daniel and Joanne Megna

Marquee Members (\$1,000 Annual Giving)
Lora and Brian Mignola

Spotlight Members (\$250 Annual Giving)

Judy Cocola
Judy Cocola
Wendell Evans
Dr. and Mrs. Gerard Villa
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Diane Fraumeni
Suzy Mannel

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Rosemary Cappozalo (1939-2009)

Doreen P. Cugno

Luanne Sorrentino



## ST. GEORGE THEATRE RESTORATION, INC. STATEMENT OF ACTIVITIES FOR THE YEAR ENDED JUNE 30, 2018

Unrestricted Net Assets	6/30/2018	6/30/2017
Support and Revenue: Ticket Sales Site Rental Income Grants and Contributions In-Kind Donation of Capital Improvement Fundraising Income Concession Income Memberships Other Income Interest Income	\$ 2,892,262 \$ 85,020 \$ 189,944 \$ 1,055,532 \$ 196,431 \$ 255,777 \$ 43,934 - \$ 970	\$ 3,315,615 \$ 138,820 \$ 191,423 - \$ 188,476 \$ 259,023 \$ 36,526 \$ 35,786 \$ 853
Total Support and Revenue:	\$ 4,719,870	\$ 4,166,522
Expenses: Program Services Fundraising Management and General  Total Expenses: Changes in Net Assets Net Assets, Beginning of Year	\$ 3,457,112 \$ 173,432 \$ 307,915 \$ 3,938,459 \$ 781,411 \$ 5,771,416	\$ 3,761,677 \$ 144,383 \$ 322,899 \$ 4,228,959 - \$ 62,437 \$ 5,833,853
Net Assets, End of Year	\$ 6,552,827	\$ 5,771,416
Ticket Sales Details Headliners Arts In Education	\$ 3,028,441 \$ 58,181	\$ 2,974,776 \$ 78,009
Outreach Program Expense Breakout Summer Outreach Dance/Theatre/Literacy Workshop Children's School-Day Theatre Series	\$ 44,850 \$ 146,931	\$ 42,916 \$ 137,533