



St. George Theatre Restoration Inc.
35 Hyatt Street
Staten Island, NY 10301
718-442-2900
www.stgeorgetheatre.com

Doreen P. Cugno
President & CEO

ANNUAL REPORT FY19

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.



FY19 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 from July 23rd to August 3rd, 2018. 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. This year's theme was: BROADWAY: From HAIR to HAMILTON.

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. 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 In the Wings Theatre Company where they had a master class teaching students a musical theater number from The Little Mermaid and students were given tickets to enjoy the show at Snug Harbor Cultural Center. Students enjoyed free donated lunch each day, dancewear, costumes, writing supplies, and books. Free lunches were provided by Cafe Milano, Gavel Grill, Cargo Cafe, ShopRite, and Met Foods.

This program was funded by: NYC Department of Cultural Affairs, Councilwoman Debi Rose, Councilman Steve Matteo, Councilman Joseph Borelli, Con Edison, Singers Forum Foundation, our community/corporate partners, our local restaurants, Cafe Milano, Cargo Cafe, Gavel Grill, ShopRite, and Met Foods.

"On behalf of the Family Day Care Network at Seamen's Society, I would like to thank you for your generous donation of theatre tickets to the annual Christmas show and in addition, providing opportunities for our children to participate in other educational activities such as Summer Dance camp. Your support has been invaluable to the children we serve! Thank you again."

-Nellie Suarez, Director at Seamen's Society for Children and Families



FY19 PROGRAM ACCOMPLISHMENTS

SUMMER OUTREACH

PROGRAM



NIGHT OF Theatre

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 FY19, 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 Your Mark, 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 generosity of the St. George Theatre in giving the gift of live theatre to hundreds of homeless and impoverished children and parents each year has opened the eyes of the heart of so many young lives...they have touched Santa, they have transported to the Rockefeller Tree, to Radio City, to Bethlehem. A live world has danced before them and they have danced along. Our children have had the world sing to them at the St George Theatre and they have sang along. It is a gift that transforms hearts, inspires dreams and makes us, for that moment, one. The power of local theatre: the gift of St. George."

- Rev. Terry Troia, President & CEO, Project Hospitality

ARTS IN EDUCATION

A
CHRISTMAS
CAROL



Frog
and
Toad

Charlotte's
Web



For the 2018-2019 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, nation 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*, Dr. Seuss' *The Cat in the Hat*, and Arthur Lobel's *Frog and Toad*. Classic and modern favorites like: *The Wizard of Oz*, *Pete the Cat*, and *A Charlie Brown Christmas*. And shows geared towards specific topics such as: *Struggle for Freedom: The Life of Dr. King* (Black History Month), *The Magic School Bus* (STEM), *We Can Do It: American Women in History* (International Women's Month), and *Rising Up: Young Holocaust Heroes* (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

2018-2019 LIVE PERFORMANCES

*DATES MAY CHANGE TO ACCOMMODATE SCHOOL CALENDAR

A Christmas Carol
Monday, December 3, 2018
Showtime: 4:00pm
Grades: K - 8

Warm your hearts with Charles Dickens' holiday classic. Watch mean Ol' Scrooge as he discovers Christmas is not a HUMBUG! This puppet spectacular features beautiful handcrafted marionettes, shadow puppets, gorgeous masks, lavish costumes, vivid sets, a professional soundtrack that includes many holiday favorites, a giant 9-foot parade puppet, and guaranteed smiles! Experience this literary masterpiece that reaches far beyond the holiday season!

THEMES: Family, Compassion, Forgiveness, Home, Rationality, Choices

A Charlie Brown Christmas
Tuesday, December 4, 2018
Wednesday, December 5, 2018
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 grapple with "the real meaning of Christmas".

THEMES: Friendship, Peace, Modesty

BLACK HISTORY MONTH CELEBRATION

**Struggle for Freedom:
The Life of Dr. King**
Tuesday, February 26, 2019
Showtime: 4:00pm
Grades: 3 - 8

The story of Dr. Martin Luther King Jr. is one of both triumph and tragedy. In this dramatic show, audiences come to see that the rights won during the American Civil Rights Movement came with a heavy price.

THEMES: Black History, American History, Social Studies

**We Can Do It:
American Women in History**
Thursday, March 26, 2019
Showtime: 4:00pm
Grades: 2 - 8

An inspiring adventure featuring some of the world's female pioneers. Discover incredible and groundbreaking women like Amelia Earhart, Sacajawea, Susan B. Anthony and more!

This tour comes just in time for Women's History Month!

THEMES: History, Social Studies, Women's History

The Wizard of Oz
Monday, April 6, 2019
Showtime: 4:00pm
Grades: K - 7

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 Cat in the Hat
Tuesday, April 16, 2019
Showtime: 4:00pm
Grades: K - 4

Everyone's favorite cat comes to mischievous life in this theatrical adaptation of the Dr. Seuss classic. From the moment his tall, red and white striped hat appears around the door, Sally and her brother know that The Cat in the Hat is the funnest, most mischievous cat they have ever met. With the thickest of tricks and the craziest of ideas, he is certainly fun to play with. And he turns a rainy afternoon into an amazing adventure. But what will Mum find when she comes home?

THEMES: Anti-bullying, Diversity, Friendship, Literature, Courage

**Rising Up:
Young Holocaust Heroes**
Wednesday, April 17th, 2019
Showtime: 4:00pm
Grades: 4 - 8

Performed by Wigner College's Theatre Department, "Rising Up" tells the stories of six Holocaust survivors as they recall their happier days before the war and life in ghettos and camps with songs and words drawn from actual testimony. Explore how youth resisted the Nazis from forging ration cards to smuggling guns into the Warsaw Ghetto and why it matters today. Audience members will have a chance to meet a local Staten Island Holocaust survivor and ask questions of the cast after the performance.

THEMES: History, Acceptance, Tolerance

The Magic School Bus
Tuesday, June 11, 2019
Showtime: 10:00am
Grades: K - 5

When the class gets lost on the way to the planetarium, Ms. Frizzle saves the day by blasting into outer space for an epic interplanetary field trip! But when realities both old and new threaten to tear the students apart, our young heroes must learn to pull together or risk getting forever lost in the solar system.

THEMES: Family Relationships and Values, Literature

Pete the Cat
Friday, June 7, 2019
Showtime: 4:00pm
Grades: Pre-K - 3

When Pete the Cat gets caught rocking out after bedtime, the cat-catcher sends him to live with the Biddle family to learn his manners — and boy are they squealed! But for the groovy blue cat, life is an adventure no matter where you wind up, so the minute Pete walks in the door, he gets the whole family rocking. The whole family, that is, except for young Jimmy Biddle, the most organized second grader on planet earth.

THEMES: History, Social Studies, STEM

Frog and Toad
Wednesday, May 8, 2019
Showtime: 4:00pm
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, Teamwork

For More Information,
Contact our Arts-in-Education Coordinator,
Eric Petillo, at 718-442-2900 ext. 503
Or by email at epetillo@sgtr.org
www.stgeorgetheatre.com

PARTICIPATING SCHOOLS

EDEN II
HOLY ROSARY
HUNGERFORD @ IS 24
IS 2
IS 61
IS 72
OUR LADY QUEEN OF PEACE
PS 11
PS 13
PS 16
PS 169
PS 18
PS 186

PS 19
PS 199
PS 20
PS 21
PS 225
PS 229
PS 32
PS 35
PS 36
PS 37
PS 373
PS 373R
PS 39

PS 53
PS 54
PS 56
PS 6
PS 60
PS 62
PS 721R
PS 74
PS 78
PS 8
PS 180
PS 861
PS 9

PS/IS 48
SI HOMESCHOOL
ST. ANNS
ST. CHARLES
ST. CLARE'S
ST. JOHN LUTHERAN
ST. JOSEPH HILL
ACADEMY
ST. PATRICK'S
ST. PETER - ST. PAUL
TOTTENVILLE H.S.



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CAREER PATHS IN THE ARTS PROGRAM

After the successful launch of the Career Paths in the Arts in 2018, we continued the educational program at the St. George Theatre in 2019! 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 one-day program welcomed Notre Dame Academy 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.



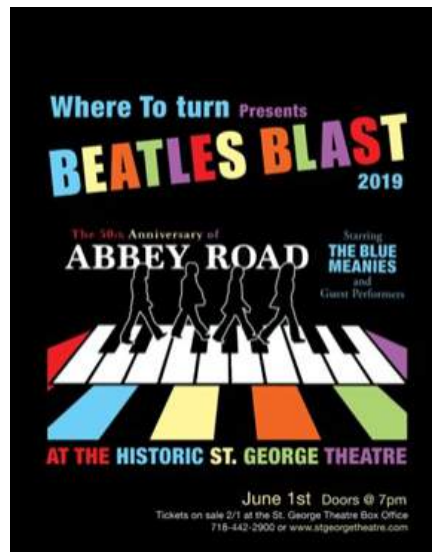
Jim Steen, Talent Buyer, and Doreen Cugno, President & CEO, discuss the process of choosing and bringing talent to perform at live venues with a group of Notre Dame Academy students.



Doreen Cugno, President & CEO, talks with a group of Notre Dame Academy students about restoration and capital improvements.

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 FY19. 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 2019 NY Department of Education Borough Arts Festival where hundreds of students had the chance to express themselves through dance, music, and spoken word.



FUNDRAISING EVENTS

3rd Annual Laugh on the Links Golf, Tennis and Bocce Outing

On Monday, October 1, 2018 the St. George Theatre hosted its 3rd annual Golf, Tennis, & Bocce Outing fundraiser at the Richmond County Country Club to benefit St. George Theatre Restoration, Inc. The event honored Northfield Bank Foundation, Lillian Lagazzo, Dr. Gracelyn Santos, Jack Stern Esq, and Jeanine & John Tardy of JVN Restoration Inc. for their community impact and support of the St. George Theatre.



Honoree Lillian Lagazzo accepts her award at the dinner.



Honoree Jack Stern (left) and his golf foursome.



Honorees Jeanine and John Tardy with their three sons.



A group photo of all the tennis players.



Several of the bocce players gather for a photo with WCBS 101.1 FM radio personality Joe Causi (right).

FUNDRAISING EVENTS

89TH ANNIVERSARY Red Carpet Gala & Benefit Concert starring The O'Jays

The St. George Theatre celebrated its 89th anniversary on Saturday, March 30, 2019 with the annual Red Carpet Gala and Benefit Concert starring The O'Jays. The event featured a pre-show cocktail reception, awards presentation, concert, and after-party with over 1,450 guests and 93 sponsors. Honored for his service to the St. George Theatre and the Staten Island community was John Demolas, executive director of the Staten Island University Hospital Foundation / Northwell Health. Proceeds from the evening were to benefit St. George Theatre Restoration Inc, the non-profit organization dedicated to the restoration and preservation of the historic St. George Theatre.



Rock and Roll Hall of Famers The O'Jays perform for the capacity crowd.



Architect Karen Lee (left) poses with Angela Blocker (right) of the Department of Cultural Affairs and Barbara Steele.



Honoree John Demolas (left) poses with theatre co-founders Doreen Cugno and Luanne Sorrentino, board members Fred Cerullo and Brian Laline, and The O'Jays.



Longtime theatre supporters Dr. Daniel and Joanne Megna.

PUBLIC PERFORMANCE SERIES

Serving the diverse needs and interests of our community, the St. George Theatre presented an increased range of programming in FY19 from family shows to legendary performers. Fan favorites were Chicago, Kool and The Gang, Paula Abdul, O.A.R., Celtic Woman, Brian Wilson, Gilberto Santa Rosa, Yes, The O'Jays, Bathiya and Santhush, Dion, Chris Botti, Paul Anka, 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: Chicago, Dion, Dickey Betts, Brian Wilson, Paula Abdul, The O'Jays, Yes, Gilberto Santa Rosa, Paul Anka, Little Feat, Don Felder, Tony Danza, Psychedelic Furs, Gordon Lightfoot, Air Supply, Taylor Dayne and Patty Smyth, O.A.R., Southside Johnny and The Asbury Jukes, David Johansen, The Wizards of Winter, Little Anthony and The Imperials, Kool and The Gang, Celtic Woman, Allman Betts Band, Dennis DeYoung, Chris Botti, Mary Wilson and Martha Reeves, Robert Cray, Marc Cohn, Blind Boys of Alabama, Happy Together Tour, Bathiya and Santhush

Family Style: The Christmas Show, New Shanghai Circus: Acrobats of China, Hollywood's Greatest Game Shows, American Girl Live, Frozen the Movie, Classic Movie Series

Comedy: Paul Reiser, Bobby Collins, John Mulaney and Pete Davidson, Kevin James, Howie Mandel, Dennis Miller, Richie Byrne

Tribute Acts: The Million Dollar Quartet (National Broadway Tour), The Greatest Love of All: The Whitney Houston Show, The Ultimate Elvis Tribute Artist Spectacular, Kashmir: Led Zeppelin Tribute, The Midtown Men, Beatles Blast, The Machine Performs Pink Floyd, Ricky Nelson Remembered



MURDER MYSTERY *Nights*

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In February 2019, 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 of three events 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 2019 were: "An Old Hollywood Whodunnit", "Midnight at the Masquerade", and "Totally 80s, Totally Murder".



RESTORATION EFFORTS

NEW MARQUEE PROJECT

The historic St. George Theatre gets the "sparkle" it needs! The new state-of-the-art marquee has changed the facade of the building while illuminating all of Hyatt Street, adding to the renaissance of the north shore. This project was funded by the Office of the Borough President James Molinaro and James Oddo, City Council Members Debi Rose, Steve Matteo, and Joseph Borelli, and the NYC Department of Cultural Affairs. The project was managed by NYC Department of Design and Construction. AWL Industries was the general contractor for the project. The LED panels resemble the shape of a grand piano and the Onyx glass ceiling resembles the stained glass chandeliers throughout the interior of the Spanish/Italian baroque styled theater. The goal was to bring the beautification of the interior to the exterior of the venue. The decorative signage reading, "St. George Theatre" was placed atop the North Shore venue's high-tech LED banner and installed by Service Pro Sign and Lighting. Getting the theatre's name in lights was funded by The Richmond County Savings Foundation, The Northfield Bank Foundation, and The Staten Island Foundation.



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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 64.3 %

Brooklyn 8.3 %

Manhattan 4.5 %

Queens 2.1 %

Bronx 0.5 %

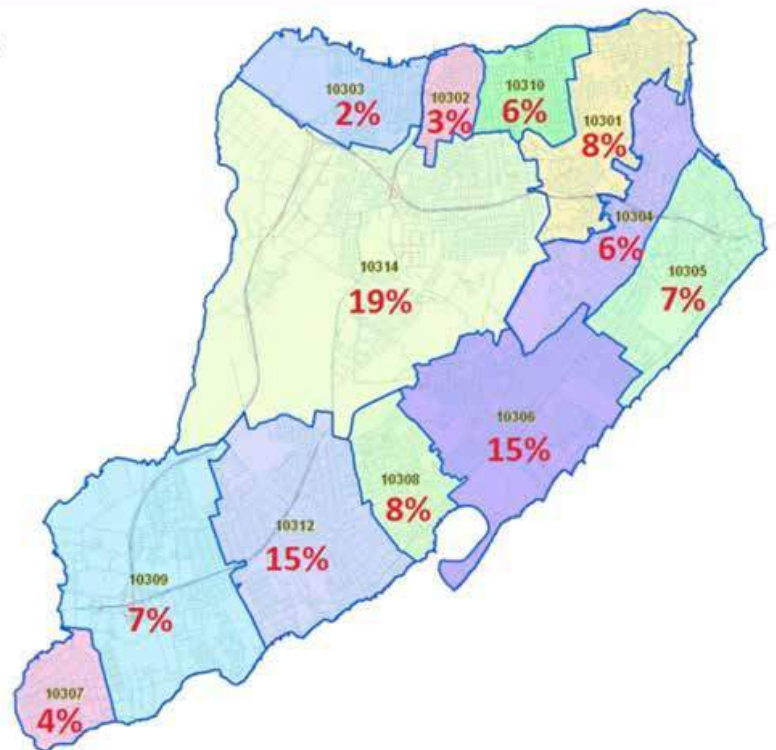
New York State (other) 3.3 %

2% Nassau County, 1% Suffolk County

New Jersey 10.5 %

2.5% Monmouth County, 2% Middlesex County

Rest of USA 6.5 %



Source: Ticketmaster

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

- 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.

FY19 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.

GOLF OUTING 2018 EVENT SPONSORS

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Michael & Courtney Moore
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Petrone & Associates
Queens Blvd Extended Care Facility
Richmond University Medical Center
Gracelyn Santos DDS & Michael Mroczek DDS
Barabra L. Solan
Staten Island University Hospital
Northwell Health
Van Alphen Bros. Inc.
Zenna Family Foundation

GALA 2019 EVENT SPONSORS

VIP Pit Experience Sponsorship (\$20,000)

ShopRite / Mannix Family Supermarkets

Center Stage Sponsorship (\$10,000)

Staten Island Advance

Frank & Jessica Dillon / Hanley Funeral Home

Gateway Arms Realty / Fitzsimmons Family

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Flowers By Bernard • Scamardella, Gervasi, Thomson, & Kasegrande

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Spotlight Sponsorship (\$2,500)

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Dr. Jack D'Angelo • Kozy Shack "Puddin' Kids First" • Kellogg's

Anniversary Sponsorship (\$1,000)

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Con Edison

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Richmond University Medical Center

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Joan & Alan Bernikow

Joanne & Dr. Daniel Megna

The Honorable Alfred C. Cerullo

Gabe Garcia & Dr. Dianne Acuna

Castellano's House of Music

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MD

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Café Milano

Burrito Bar

Cielo

Bin 5

T & L Catering

La Strada

Ruddy & Dean

Confections Desserts

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Zio Toto

Cabo

Marina Café

The Richmond

Piece of Cake

Max's Esca

Angelina's Kitchen

Taverna

Vinum

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FOUNDERS

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



ST. GEORGE THEATRE RESTORATION, INC.

STATEMENT OF ACTIVITIES FOR THE YEAR ENDED JUNE 30, 2019

	2019	2018
NET ASSETS WITHOUT DONOR RESTRICTIONS		
SUPPORT AND REVENUE:		
TICKET SALES	\$3,568,700	\$2,892,262
SITE RENTAL INCOME	\$390,227	\$85,020
GRANTS AND CONTRIBUTIONS	\$296,126	\$189,944
IN-KIND DONATION IMPROVEMENT	—	\$1,055,532
FUNDRAISING INCOME	\$249,272	\$196,431
CONCESSION INCOME	\$325,902	\$255,777
MEMBERSHIPS	\$37,651	\$43,934
INTEREST INCOME	\$1,292	\$970

TOTAL SUPPORT AND REVENUE:	\$4,869,170	\$4,719,870
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EXPENSES:

Program Services - Theatre Operations	\$4,476,380	\$3,457,112
Fundraising	\$231,983	\$173,432
Management and General	\$395,281	\$307,915

TOTAL EXPENSES:	\$5,103,644	\$3,938,459
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Changes in Unrestricted Net Assets	-\$234,474	\$781,411
Net Assets, Beginning of Year	\$6,552,827	\$5,771,416
Net Assets, End of Year	\$6,318,353	\$6,552,827

TICKET SALES DETAILS:

Headliners	\$3,622,888	\$3,028,441
Arts In Education	\$58,000	\$58,181

OUTREACH PROGRAM EXPENSE BREAKOUT:

Summer Outreach Dance/Theatre/Literacy Workshop	\$60,300	\$44,850
Children's School-Day Theatre Series	\$171,850	\$146,931
Career Paths in the Arts	\$15,100	