

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

718-442-2900

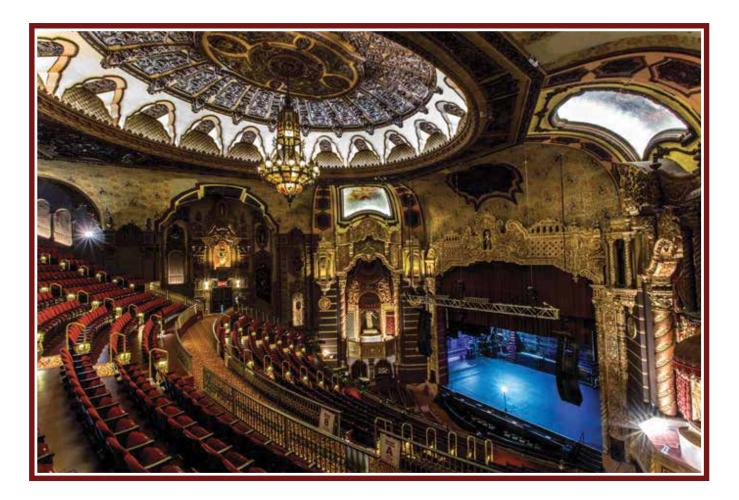
www.stgeorgetheatre.com

Doreen P. Cugno President & CEO

ANNUAL REPORT FY21

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.



JULY 1, 2020 - JUNE 30, 2021

SUMMER OUTREACH PROGRAM

In response to the COVID-19 pandemic, the St. George Theatre adapted its annual Summer Outreach Program by hosting it virtually in FY21. From July 13-29, 2020 via online platforms such as Zoom, Google Classroom and YouTube,125 students aged 9-18 engaged in workshops, performances, and educational sessions centered around the theme "Dancing Through the Decades," exploring music and dance from the 1920s to the 2020s. Each day featured warm-ups, technique classes, and learning routines led by Alyssa Rowan and Suzanne Dascher, with additional theater appreciation segments provided by Thomas Cintula. Students also had independent reading sessions and incorporated music and dance for emotional well-being. Participants submitted one-minute dance or singing videos for a Finale Video Collage/Musical Revue, and upon completion, received award certificates and complimentary tickets to two future shows at the theater.



CAREER PATHS IN THE ARTS

Our Career Paths In The Arts Program was held July 13-29, 2020 for two hours per day. This was a free intensive virtual program for high school students where they learned the many career opportunities in the arts and entertainment industry other than the starring role on stage. Our goal was to enlighten, enrich, educate, and motivate our students and it was a success. All 40 students participated with enthusiasm and high interest. When the theater resumes operations, they were invited back to shadow a professional throughout their workday. There were 37 professional panelists that represented many areas of the arts and entertainment industry including cultural leaders, talent agents, leaders from the Nederlander Organization and Shubert Organization, to name a few.

These programs were supported with funds from the NYC Department of Cultural Affairs, Councilwoman Debi Rose, Councilman Steven Matteo, Councilman Joseph Borelli, Con Edison, Michael Tuch Foundation, ShopRite, Staten Island University Hospital/Northwell Health and Ioyal supporters and community partners.

ARTS-IN-EDUCATION



The Arts-In-Education Series underwent a transformative shift this year, transitioning into a dynamic virtual series. This innovative approach brings the cherished local and regional shows traditionally presented live directly into teachers' classrooms. Made possible through the generous support of the Department of Cultural Affairs and Con Edison, this program is offered free of charge to educators.

The lineup of twelve captivating shows ran from October-May in FY21 and included beloved titles such as Franken-Stem, From the Mixed Up Files of Mrs. Basil E. Frankenweiler, The Monster Who Ate My Peas, Anne of Green Gables, Meet Dr. Martin Luther King, The Story of Jackie Robinson, We Can Do It, and Friend Request, among others. Each performance was carefully curated to engage and inspire students, offering a blend of entertainment and educational enrichment.

During the COVID-19 pandemic, our objective was to positively impact students who were isolated from their fellow Classmates. Our mission centered on harnessing the healing power of the arts to benefit both mind and body. Through the virtual platform, we were able to engage with over 50,000 students and continue our mission.

PARTICIPATING SCHOOLS

FUNDRAISING EVENTS

The Let's Hang On Telethon, our inaugural virtual musical fundraiser, occurred on August 2nd, 2020. A star-studded ensemble, featuring both local and national artists, generously lent their talents to perform and advocate for the St. George Theatre and the arts. This remarkable event was brought to life through a captivating video production crafted by Fuzz on the Lens, an esteemed film production company based in Staten Island.

Twenty-five local restaurants enthusiastically joined forces with the St. George Theatre, partnering to support our cause. We actively promoted these establishments within our community, encouraging individuals to order dinner on the night of the premiere. The collective effort resulted in a remarkable fundraising total of \$63,350, made possible by the unwavering support of our dedicated patrons. The Telethon received widespread attention, with over 15,000 individuals tuning in to witness the spectacle. It was a testament to the power of community, resilience, and the enduring spirit of the arts in these uncertain times.



Streaming Live on Facebook, YouTube, and Telethon.StGeorgeTheatre.com

FUNDRAISING EFFORTS

In October 2020, the St. George Theatre Virtual Gift Shop was launched on the St. George Theatre website. Throughout its duration, over 165 orders were processed through the store, providing a delightful and innovative way for our theater patrons to show their support by browsing and purchasing from our merchandise collection.

The Virtual Gift Shop featured a variety of products, including T-shirts, long-sleeve tees, hoodies, tote bags, ornaments, coffee mugs, scarves, and masks, among others. This diverse array of items allowed supporters to find something they loved while contributing to the theater's mission.

Furthermore, the Virtual Gift Shop was continually updated with new items boasting different designs, ensuring there was always something fresh and exciting for patrons to explore. This ongoing expansion of the product range added to the appeal and attraction of the virtual shopping experience.

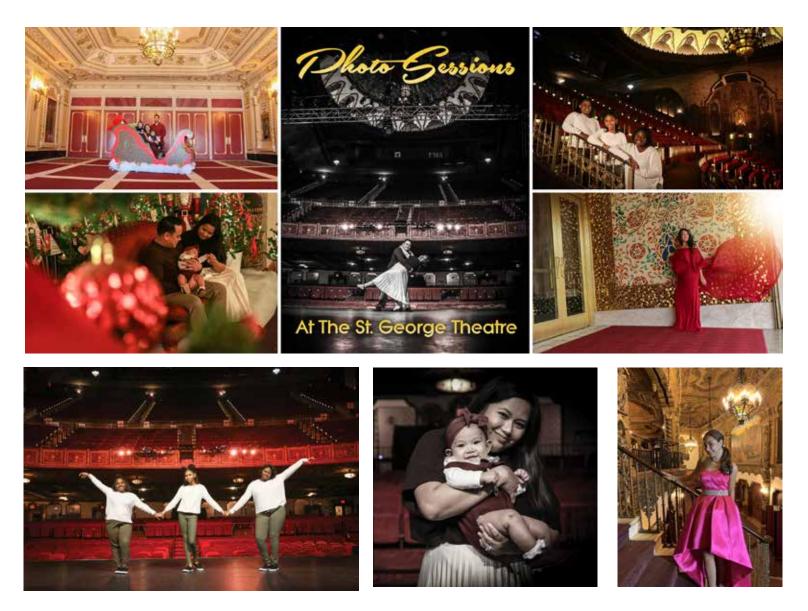
Overall, the St. George Theatre Virtual Gift Shop served as an engaging platform for theater enthusiasts to connect with the St. George Theatre and express their support through their purchases. It provided a seamless and enjoyable shopping experience while contributing to the sustainability of the theater during challenging times.





FUNDRAISING EVENTS

Thinking outside the box! Photography Sessions at the St. George Theatre provided a rare opportunity for the theater venue to shine in all its vintage glory as a photographic location. For two weekends in November, the St. George Theatre worked with Sal Pavia Photography to offer the venue's interior as a backdrop for holiday photos or to commemorate life milestones, such as an engagement, Sweet 16, graduation, anniversary, modeling portfolio, professional headshots, maternity photos, and more. There were 35 booked photo sessions that helped raise over \$13,125 as well as support a local Staten Island-based photographer. We followed all COVID-19 protocols to ensure the safety of the staff and participants.



eorge A Non-Profit Organization

HOLIDAY TOY DRIVE

The St. George Theatre and the Minority Women in Business Association (MWBA of Staten Island) came together to host their first annual Holiday Toy Drive! This collaboration benefited Community Health Action and Project Hospitality. We distributed over 1,000 toys to needy families, adding joy and happiness to so many children. The Holiday Toy Drive serves as a beacon of hope and generosity, embodying the true spirit of the season.



FOR MORE INFORMATION, CALL 718-442-2900 x 503 OR EMAIL INFO@SGTR.ORG ST. GEORGE THEATRE, 36 HYATT STREET, STATEN ISLAND, NY 10301

HOLIDAY EVENTS

The 17th Annual and First-Ever Virtual Christmas Show was presented virtually on December 6, 2020 and was offered free to the public. Over 15,000 people tuned in. This year's show featured footage from the 2018 and 2019 productions, plus new scenes starring Paul Anka with Emmanuel, Bobby Wilson, Vinnie Medugno, Marcus Simeone and his group Clearly Now; a special tribute to the military presented by the Stephen Siller Tunnel to Towers Foundation, and a socially distanced finale starring dozens of the show's cast members. The Virtual Christmas Show was also shared with the Seamen's Society for Children's staff and families, who premiered the show as a part of their Holiday Family Day event. Every year, we invite 350 foster children to the theater to enjoy the Christmas Show.





Thinking outside the box once again! Virtual Visits with Santa Claus took place from December 10 to 13, 2020. Our Santa Claus from the annual Christmas Show, Bill Newstad, donated his time to not only help us raise funds for the theater, but especially to spread holiday cheer into children's homes virtually! Families signed up for a personal appointment on Zoom with Santa Claus, which ranged from 5-7 minutes. Santa knew a few facts about the children before their appointment began based on the family registration, so children were in shock and awe when Santa knew they may not be doing their homework or listening to their parents as they should, or when he told them about the reports he received from their Elf on the Shelf at home! This event raised over \$1,900.

FLASHBACK FRIDAY & DUETS SERIES





DUETS LOCAL ARTIST SPOTLIGHT SERIES #CultureFromHome

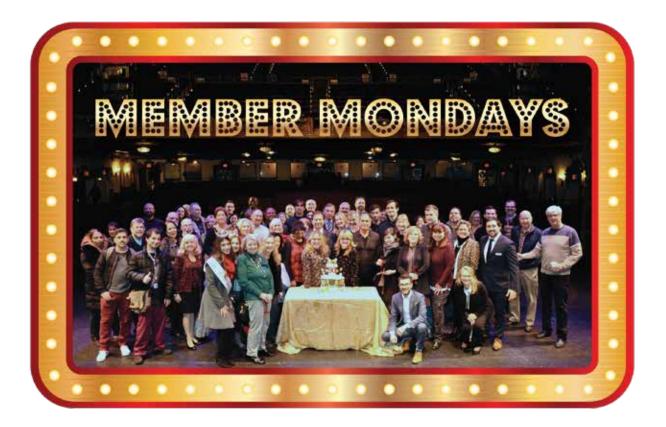
The Flashback Friday Concert Series and the Duets: Local Artist Spotlight Series were innovative initiatives aimed at engaging and entertaining patrons through virtual music experiences.

The Flashback Friday Concert Series focused on nostalgia and excitement by showcasing classic performances from headline artists that were beloved by the audience. By sending out weekly e-blasts to their extensive email list of 55,000 patrons, we ensured that the audience remained informed and eager to tune in. This approach not only rekindled fond memories for longtime fans but also introduced newer patrons to iconic performances they may have missed.

Following the success of the Flashback Friday Concert Series, the Duets: Local Artist Spotlight Series offered a platform for emerging talent within the local music scene. By featuring two local artists every week, the series not only celebrated the diversity and richness of local music but also provided exposure and support for artists striving to make a name for themselves. This segment was designed to foster a sense of community among patrons while simultaneously offering them the opportunity to discover fresh and exciting music.

Together, these virtual concert series spanned an impressive 28 weeks, demonstrating a sustained commitment to engaging patrons and providing high-quality entertainment even amidst challenging circumstances. By continuously offering diverse and engaging content, we succeeded in keeping our patrons connected, entertained, and eager to explore new musical experiences.

MEMBER MONDAYS SERIES



On February 1, 2021, we launched our Member Mondays Series. This special initiative aimed to introduce the remarkable individuals who constituted our cherished St. George Theatre Family via social media. Each week, we spotlighted our incredible staff members, board members, and volunteers who dedicated their time, passion, and efforts to our beloved organization.



PUBLIC PERFORMANCE



March 18, 2021, was a significant date, marking the somber anniversary of New York City's Cultural Shutdown. On this day, a press conference was held, accompanied by a poignant performance by Bobby Wilson, also known as "Mr. Entertainment," the son of the legendary Jackie Wilson. Although our doors remained closed at that time, we eagerly anticipated the day when we could once again open our doors to welcome audiences back into the theater to enjoy shows together.



RING IN THE SPRING GALA

The St. George Theatre presented its first-ever Ring in the Spring Virtual Gala on Sunday, April 25, 2021. This exciting fundraiser celebrated the community anchor that is the historic St. George Theatre in several ways. The event featured a one-hour Virtual Gala Video Presentation produced by Fuzz on the Lens Productions. This special presentation included a red-carpet segment, a sneak peek at the latest renovation projects, video messages from special star guests, and a captivating musical performance. It was broadcast live on Facebook, YouTube, and our official website, providing an engaging experience for all attendees.

Additionally, patrons had the opportunity to participate in an Online Auction, where they could bid on rare and unique items while supporting our organization. These items included autographed memorabilia, concert posters, original mezzanine theatre seats, and the classic neon "St. George" sign that adorned our marquee since the 1980s.

Sponsors and gala supporters were also recognized in a commemorative Electronic Journal. This journal was shared across social media channels, sent via email to over 60,000 patrons, and displayed on our website for one year, acknowledging their invaluable contributions to our cause.

Furthermore, gala supporters who donated \$250 or more had the exclusive chance to participate in "Sneak Peek" Private Theatre Tours. These tours provided an insider's look at the beautiful new renovations made to the theatre, enhancing both the fan and artist experience upon our grand reopening.



COMMUNITY CONNECT SERIES

The St. George Theatre hosted a Multicultural Pop-Up Series, a four-day event that celebrated music and dance from various cultures around the world. Taking place from May 5-8, 2021 in the theatre's Front Vestibule and Grand Lobby, this initiative was made possible by public funds from the NYC Department of Cultural Affairs and City Councilmember David Carr in collaboration with the Center for Traditional Dance and Music's Beat of the Boroughs NYC.

Through the Department of Cultural Affairs' Cultural Immigrant Initiative, the program aimed to showcase the diverse talent and cultures present in the city. Titled "5, 6, 7, 8!", the series was offered free of charge. The schedule included performances such as traditional Mexican music and dance for Cinco de Mayo, a showcase of Staten Island-based singer/songwriter Dave Resultan's journey, an authentic presentation of Sri Lankan Kandyan dance, and a journey through the roots of Black American music by singer/songwriter Karlus Trapp.



RESTORATION EFFORTS



In FY21 The front entrance lobby, known as The Honorable James P. Molinaro Lobby, underwent extensive refurbishment, including the installation of new front doors, restoration of paint, plaster repairs, replacement of carpet and marble, upgrades to the box office, and more. This project was supported by the New York City Department of Cultural Affairs, Councilmember Steven Matteo, Councilmember Debi Rose, and Borough President James Oddo of Staten Island. Oversight of the construction was provided by NYCEDC, The LiRo Group, Karen Lee and Fred Basch Architect PLLC, and CUBE Construction LLC.



GALA EVENT SPONSORS

Marquee Sponsor (\$20,000)

ShopRite / Mannix Family Supermarkets

Center Stage Sponsorship (\$10,000)

Frank & Jessica Dillon / Hanley Funeral Home- Staten Island Advance Gateway Arms Realty / Fitzsimmons Family - Alfredo and Caroline Dinten

Red Carpet Sponsorship (\$5,000)

AF Bennett - Flowers By Bernard - Midland Wine Shop - Scamardella, Gervasi, & Kasegrande Staten Island University Hospital / Northwell Health - Westerleigh Press

Spotlight Sponsorship (\$2,500)

Conhagen / Lynne Persing - Dr. Jack D'Angelo - Robert DeFalco Realty - Kellogg's ADCO Electric - AMF Refrigerated Products / AMF Sales - Chief Energy (Mary Galante) - Dr. Jack D'Angelo - JVN Restoration Inc. - Kellogg's Kozy Shack "Puddin' Kids First" - Land Appliance - Lillian L. Lagazzo - Local One, IATSE - Petrone Associates - Stop & Stor Self Storage - The LiRo Group

Anniversary Sponsorship (\$1,000)

ADAM Office Furniture - AnneMarie and Vincent Colandrea - Bilotti Brothers Contracting Corp - Bob & Theresa Grosso- Broden Design Group Carrie Robinson - Country Trophy & Awards - Daniel Jost & Dr. Kerry Kelly - Dom Famulari, Tillman Insurance - Dominick & Joanne Cook Caraccilo Dr. Larry and Susan Arann- Dr. Louis and Gina DeSantis - Dr. Robert W. Finley, Ed. D. - Empire State Bank - EverGreene - Forest Foot Care Frank & Fran Reali - Fred & Carol Guinta - Gabe Garcia & Dr. Dianne Acuna - Jack Stern Esq. - Jay & Lucille Chazanoff Joan & Alan Bernikow- Joanne & Dr. Daniel Megna - Joanne & Tom Costa - Katherine & John Connors- Kozy Shack "Puddin' Kids First" Land Appliance - L & L Industrial Inc. - Lillian L. Lagazzo - Lisette & Jennifer Destito - Local One, IATSE - Mary and Bill Kain - Michael and Giovanna Acquilano Mostafavi Eye/Mostafavi Gynecology & Aesthetics - Northfield Bank - Paul Toth Excavation - Peter & Stacey Montanti - Pepsi Cola of NY Petrone Associates Projectivity Group - RPM Insurance - Raineri Jewelers - Raritan Building Services - Richmond University Medical Center Rosemary Ruggiero - Sak, Rampulla, & Newstad LLP - Shamrock Paints - Stop & Stor Self Storage - The Honorable Alfred C. Cerullo The Laline Family - The LiRo Group - Think Design Architecture - Universal Mailing Service - Victoria and Fred Spagnola - Williams Eye Works

FY21 FUNDERS & 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, Merrill Lynch, Staten Island University Hospital/Northwell Health, ShopRite Applebee's Neighborhood Grill & Bar, American Guild of Variety Artists in memory of Bea Kalmus-Sher, and many business and individual donors.

Community/Corporate Partnership (\$7,500 - \$45,000)

Amazon, Con Edison, Empire State Bank, National Grid, Rampulla & Newstad, LLP., Richmond University Medical Center, Staten Island University Hospital/Northwell Health, Williams Eye Works

VIP Members

Producer's Circle Members (\$5,000+ Annual Giving): Joan & Alan Bernikow, Dr. Daniel & Joanne Megna Marquee Members (\$1,000 Annual Giving): Christine DeHart, Siri Kagan

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CO-FOUNDERS

Mrs. Rosemary Cappozalo, 1939-2009 Doreen P. Cugno Luanne Sorrentino



St. George Theatre Restoration, Inc. Statement of Activities for the Year Ended June 30, 2021

	2021	2020
Net Assets Without Donor Restrictions		
Support and Revenue:		
Ticket Sales	\$ 3,267	\$ 2,169,205
Site Rental Income	115,664	54,102
Grants and Contributions	385,202	351,468
In-Kind Donation of Capital Improvement		8,094
SVOG Grant	507,109	
Fundraising Income	228,627	140,606
Concession Income	11,812	211,415
Memberships	27,824	35,621
Other Income	7,886	29,820
Interest Income	992	2,035
Net Assets Released from Restrictions	 150,000	
Total Support and Revenue:	 1,438,383	 3,002,366
Expenses:		
Program Services - Theatre Operations	995,084	3,029,202
Fundraising	69,953	197,629
Management and General	194,786	301,136
Total Expenses:	 1,259,823	 3,527,967
Changes in Net Assets Without Donor Restrictions	 178,560	 (525,601)

Net Assets With Donor Restrictions

Grants and Contributions Net Assets Released from Restrictions	 5,375 (150,000)	181,000
Changes in Net Assets With Donor Restrictions	 (144,625.0)	181,000
Changes in Net Assets	33,935	(344,601)
Net Assets, Beginning of Year	 5,973,752	6,318,353
Net Assets, End of Year	\$ 6,007,687 \$	5,973,752
Ticket Sales Details		
Headliners	0	2,246,748
Arts In Education	0	27,000