



Zeiterion Theatre, Inc  
684 Purchase Street  
New Bedford, MA 02740  
zeiterion.org

October 26, 2015

Dear New Bedford City Council,

We are thrilled to present The Z's first Annual Report to the community.

These are exciting times at The Z. Our Board of Trustees have embarked on a new 5 year strategic plan; our staff is growing, and our mainstage and education programs are thriving. We are already looking forward to sharing our achievements from this year, and it has merely just begun.

But first, let's take a look back at this past year and its many triumphs. The 2014-2015 season was a banner year for The Z; perhaps our most successful to date. Inside this Annual Report, you will see evidence of these accomplishments. Our biggest success, however, is one that cannot be summed up by tables and graphs or numbers and dollars; It is the way the stars aligned in our favor, resulting in a buzz of excitement surrounding The Z that is truly palpable.

Many of you have been devotees of The Z for a long time, dating back to the day we first re-opened our doors in 1983. Some of you are new supporters, excited about the caliber of programs and performances that we bring to the region. All of you are the very reason we are succeeding. Your belief in The Z gives us the confidence to push forward, to raise the bar, to exceed your expectations.

It is truly our pleasure to share the contents of our first Annual Report with you. Should you have any questions about our work – past, present, or future - please don't hesitate to contact us. In the meantime, please know how grateful we are for your partnership and support.

Sincerely,

Rosemary Gill  
Executive Director  
*Programming & Development*

Justin T. LaCroix  
Executive Director  
*Production & Facilities*



The Z hosts over **120 EVENTS:** 65 headliner performances, 28 educational performances, 6 symphony nights (NBSO), 9 nights of a summer musical (NBFT), dance recitals, community forums, debates, inaugurations, numerous Z sponsored free community events.

Nearly **100,000 PATRONS** attend Zeiterion events and fill the city's restaurants, hotels, shops, galleries and attractions.



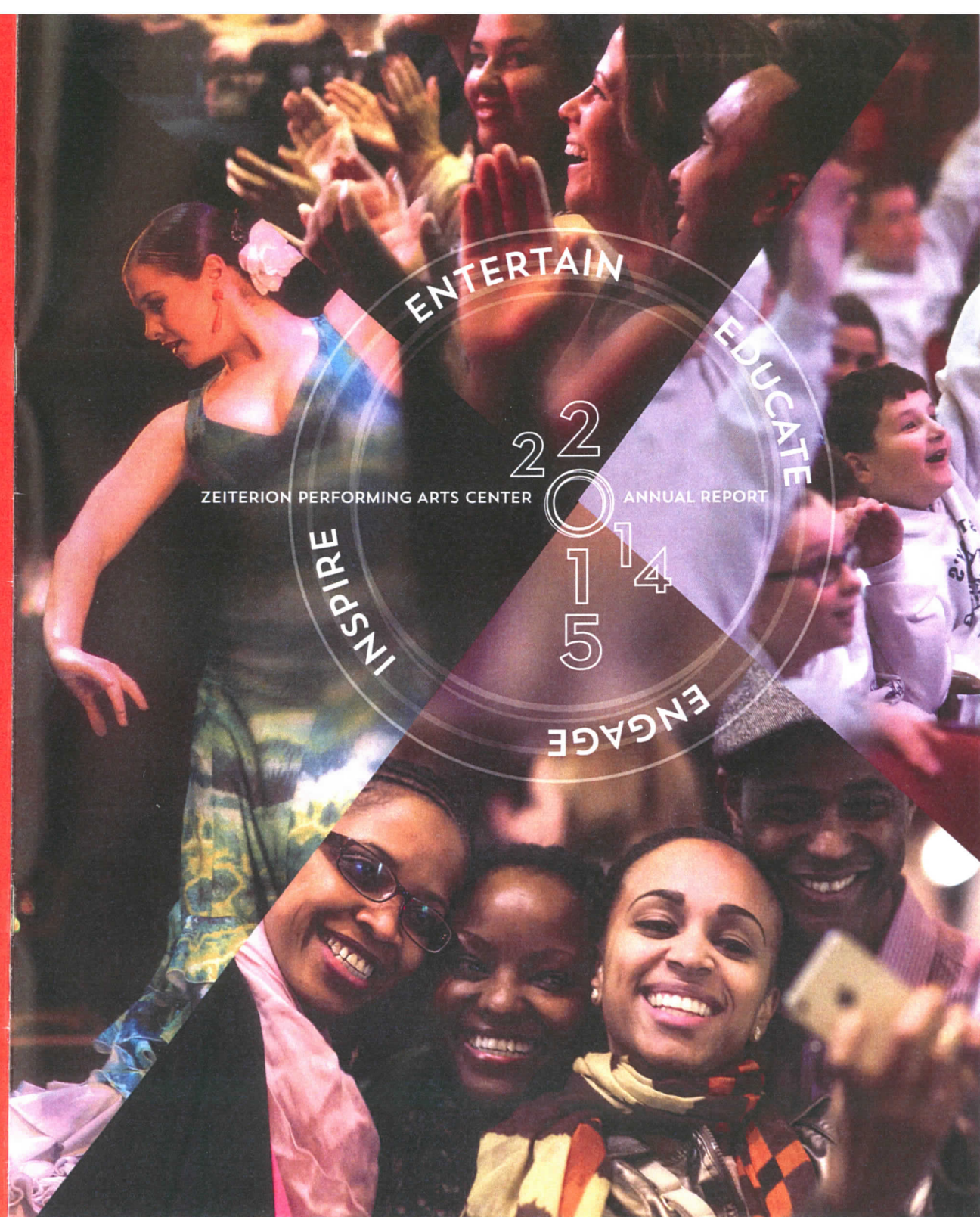
**STARS ALIGN!**

The Z has a **\$5.9 MILLION** economic impact on the community.

**30,000 CHILDREN** and teachers participate in curriculum related education programs at The Z.

The Z provides **8,000 FREE TICKETS** to low-income children and families.

The Z supports **1,800 JOBS** in the community: firemen, police, stage hands, restaurant workers, printers, designers, artists, technicians and more.







Dear Friends,

The Zeiterion's 2014-2015 season was one of the most memorable yet. It was a year of tremendous growth for our organization, and we are thrilled to share the highlights with you in this report.

The stars aligned for us, leading to a spectacular main-stage lineup that included 17 sold out shows - a record breaking number! We dubbed this past year our "Year of the Member," leading to a remarkable 40% increase in both number of members and revenue. Our ArtsBridge initiative's continued success was especially apparent this year, with education and community programs surrounding some of our most moving and inspirational productions, such as Black Violin and Simon Wiesenthal: Nazi Hunter. We celebrated the 32nd year of our incredible volunteer usher program, with some volunteers reaching their 30 year anniversary with The Z! In addition to these successes, we are reporting that attendance, ticket sales, and contributed income are on the rise - a trend that we firmly believe will continue.

Behind the scenes, we made significant investments in staffing thanks in part to a grant from The Island Foundation focused on capacity building. We filled the position of Development Director that had been vacant for many years, added a Development Coordinator position, and hired a full-time Staff Accountant. With these investments, The Z is on course to grow and thrive towards a healthy, sustainable future.

The Z is also thrilled to report that our Board of Trustees nearly doubled in size over the last fiscal year, a sure sign of the positive energy surrounding us. Our relationship with the City of New Bedford is stronger than ever, as we executed a Facility Management Contract which recognized the hard work and expense that goes into maintaining this busy theater. Similarly, in partnership with the city of New Bedford and the state, the first phase of the façade restoration was completed. We are incredibly proud of the progress we made this year and have never been more enthusiastic about the work we are doing.

Of course, all of this good news would not be possible without our loyal and generous supporters. You believe in The Z and understand its importance in our community. You are our true stars and we are ever grateful that you continue to align in our direction.

Warm regards,

  
Rosemary Gill  
Executive Director

  
Justin T. LaCroix  
Executive Director

  
Lawrence D. Hunt  
Chair, Board of Trustees

2014  
ANNUAL REPORT

## BOARD OF TRUSTEES 2014-2015

Lawrence Hunt, *Chair*  
Harry Norweb, *Vice Chair*  
Jessica Platt, *Treasurer*  
Jack Silva, *Clerk*

Deborah A. Baker  
Kelly A. Barley  
Eileen Cayer  
Dr. Gail Davidson  
Rachel Deery

Bruce Duarte  
Jill Fearons  
Jennifer Kaiser  
Gerry Kavanaugh  
Peter Hughes

Jeff Pontiff  
Carol Pray  
Jamey Shachoy  
Michael Tavares  
Martha Worley

## MISSION

The mission of the Zeiterion Theatre, Inc. (The Z) is to provide New Bedford and the region with performing arts programming of excellence that **INSPIRES, EDUCATES, ENGAGES, and ENTERTAINS.**

## STAFF 2014-2015

Rosemary Gill  
*Executive Director,  
Programming & Development*

Justin LaCroix  
*Executive Director,  
Production & Facilities*

Katie Bettez  
*Bar Manager*

Matthew Gomes  
*Office Manager*

Cassie Hall  
*Box Office Manager*

Joey Knight  
*Production Manager*

Dori Rubbico Legge  
*Patron & Business  
Relations*

Molly McCarthy  
*Senior Box Office  
Assistant*

Samantha McNulty  
*Box Office Assistant*

Nicole Merusi  
*Development Director*

Greg Morton  
*Programming &  
Radio Management*

Sarah Mulvey  
*Marketing Assistant*

Elaine Murray  
*Staff Accountant*

John Nieman  
*Superintendent*

Ashley Owen  
*Development &  
Education Coordinator*

Penny Pimentel  
*Marketing Manager*





# YEAR OF THE MEMBER

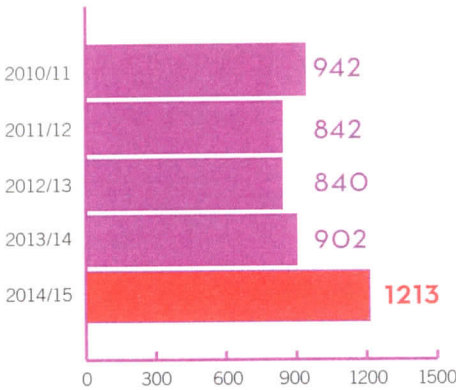
Members are the stars of The Z. With that in mind, we declared 2014-2015 to be the Year of the Member. An aggressive goal was set to increase membership in both revenue and number of members, and we are thrilled to report the program grew by 40%. As an interesting note, if every Z member attended a performance together, it would be a sold-out show!

With a successful membership program already in place, we rolled out some new initiatives to achieve our goals:

**Pay it Forward:** Z Members can now share the love and give the gift of membership. Each member at the \$100 level and above are given a free \$50 membership to gift to family or friends.

**The Member Lounge:** We literally tore down the walls for our members, connecting the Penler space to the concession area, creating a special place to socialize with friends and fellow members before each show.

**Members-Only Season Preview Party:** As we launched the 2014-2015 season, we also launched this special members-only event to unveil the season to our most important constituency.



good volunteer can be hard to find, but not at The Z! eliable, loyal, knowledgeable, and passionate, our ushers are testament to just how much the community cares about the access of The Z. These remarkable individuals are essential to the function of the theatre, enabling The Z to operate efficiently and assisting our full time staff in order to better serve the 80,000 patrons who come through our doors every year. From the simple task of taking your ticket to the moment you wish you well as you leave, the complete Z experience is made possible by this phenomenal group.

## VOLUNTEER USHER SPOTLIGHT

### USHER FACTS:

66 ushers volunteered during the 2014-2015 season. Last year, our ushers collectively worked over 10,000 hours. Our ushers are an incredibly diverse group of individuals: retirees, teachers, and business professionals of all ages.

### 30+ YEARS OF SERVICE

Diane Berube  
Donna Biscari  
Joyce Viera

### 20-39 YEARS OF SERVICE

Beverly Farwell  
Natalie Crompton  
Margie Walder  
Joan Cyr  
Theresa Leahy  
Mary Crothers  
Lois Ouellette  
Barbara Bresnahan

### 10-19 YEARS OF SERVICE

Vivian Graham  
Marie Barnes  
Beverly Quintin  
Thelma Baxter  
Eloine Vieira  
Nancy Cronan  
Bette-Jean Rocha  
Kenneth Colford

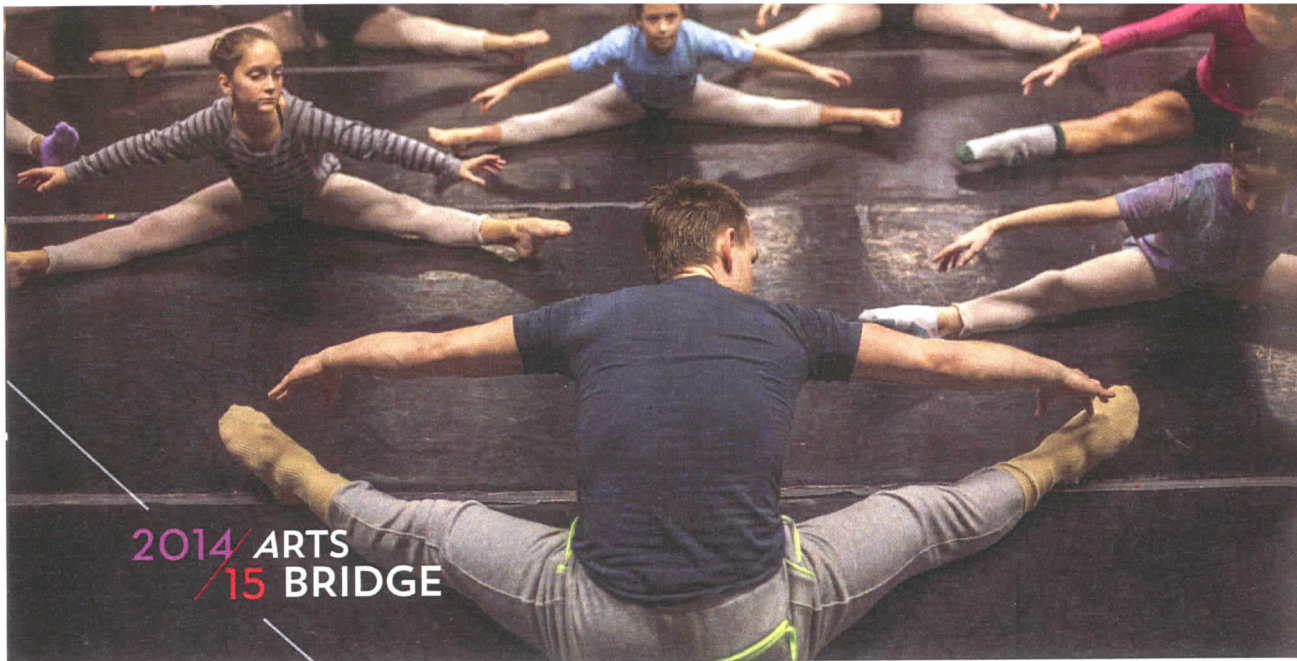
### 1-9 YEARS OF SERVICE

Alice Root  
Tally Garfield  
Robert Mello  
Ann Marie Paulson  
Clifford Roderiques  
Judith Roderiques  
Herb Webb  
Jeanette Webb  
Robin Bodeau  
Amy Fragoza  
Mary Hodgkins  
Debi Jenkins  
Dave Pothier  
Theresa Santos  
Sue Mitchell  
Joseph Rego  
Connie Santos  
Maggie Bednarz

Juanita Lopes  
Monique Britto  
Doreen Crawford  
Lucia Garcia  
Lourdes Hilario  
Karen Poissant  
Virginia Ramos  
Lorraine Roy  
Joe Carvalho  
Lee Carvalho  
Charlene Correia  
Mary O'Keefe  
Rosaria Arteaga  
Donna Lavalley  
Anne Morley  
Carolyn Price  
Pat Smith  
Lucy Stellato







2014/15  
ARTS  
BRIDGE

COMMUNITY  
EDUCATION  
+ PERFORMANCE  
=  
ARTSBRIDGE

One of the longest running strategic programs at The Z, the goal of ArtsBridge is to enrich the education of young people and engage the community through the diverse and inspiring productions we present each year. This strategy brings together The Z's three main thrusts – mainstage performances, educational programs, and community outreach – creating a synergy with which The Z can stimulate the community in common purpose. By encouraging the participation, experience, and understanding of the arts, we are furthering our commitment to inspire, educate, engage, and entertain our community.

All of the ArtsBridge projects are about connections—people and ideas, page to stage, audience to artist, theatre to the human spirit. During the 2014-2015 season, the stars aligned to make for some truly unique, inspiring, and illuminating experiences.

#### WIESENTHAL

The Z partnered with the Jewish Federation to host Yom HaShoah (Day of Remembrance) memorial program

Our partnership with the Jewish Federation allowed 300 students to attend the thought-provoking performance of *Simon Wiesenthal: Nazi Hunter* at no cost

Page to Stage book club read and discussed *Branded on My Arm and My Soul, A Holocaust Memoir* by Abe Landau

Special Exhibit curated by Spinner Publications in the Penler Space highlighting Abe Landau's life, which was open to members of both the Mainstage and School-time audiences prior to the shows.

#### BLACK VIOLIN

An explosive and inspiring school-time performance for over 900 students

50 Students from Normandin and Hastings Middle Schools participated in a once-in-a-lifetime on-stage Master Class with the artists

Pre-performance block party brought in amazing local artists and performance, and was free and open to the public

Over 100 complimentary and discounted tickets distributed to students and teachers

#### MARTHA GRAHAM

A master class in contemporary dance was offered to local dancers at New Bedford Ballet

Nativity Preparatory School and Our Sisters School of New Bedford attended free behind the scenes look at performance rehearsal

Page to Stage book club read and discussed *Martha Graham: A Dancer's Life*

Over 100 free and discounted tickets given to local dancers, students, teachers, Big Brothers Big Sisters, Women's Center, and Miss New Bedford

ABOVE Students are led in a warm up by a Martha Graham master

“ From seeing world-class dance and music performances with my family to actually dancing on stage with the New Bedford Ballet, The Zeiterion (or The “Z” as we like to call it) has become a cultural touchstone in my life.”

— Brooke Spencer, Age 17



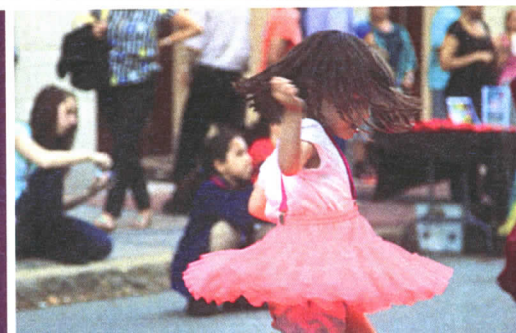
ABOVE  
Actor Tom Dugan, star of *Wiesenthal*, attends YomHaShoah ceremony at the Buttonwood Park Holocaust Memorial alongside the Mayor and members of the Jewish Federation.



ABOVE  
The local community enjoys a free Street Party in front of the theater

“ My students loved it! They were very energetic when we came back to the school and were already working on creating rhythms and beats.”

— Daniela Chirigotis, Hastings Middle School



RIGHT  
Local middle school students play along with Wil B from *Black Violin*



“ The life of Simon Wiesenthal and his teaching remind people to fight against hatred... It's important for young people to see the show of someone telling the story of Wiesenthal. What he did is very powerful.” — Cynthia Yoken





FISCAL YEAR STATEMENT OF ACTIVITIES

Fiscal Year ending May 31, 2015

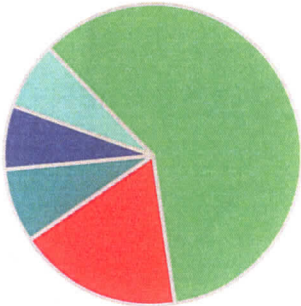
INCOME	2014/2015	EXPENSES	2014/2015
Ticket Sales	\$1,700,006	Artist Fees	\$844,237
Facility Management Contract	\$184,062	Prof Salaries, Wages, Benefits	\$825,891
Rentals	\$239,612	Program Costs	\$754,625
Concession & Program Ads	\$183,760	Administration	\$116,269
In-kind Support	\$136,100	Fundraising	\$64,211
<b>Total Earned Income</b>	<b>\$2,443,538</b>	Facilities	\$275,163
Annual Fund	\$131,549	<b>TOTAL EXPENSES</b>	<b>\$2,880,396</b>
Membership	\$137,146	<b>NET REVENUE</b>	<b>77,832</b>
Events	\$81,435		
Corporate Sponsors	\$75,500		
Grants	\$88,860		
<b>Total Contributions</b>	<b>\$514,490</b>		
<b>TOTAL INCOME</b>	<b>\$2,958,028</b>		

BALANCE SHEET SUMMARY

ASSETS	2014/2015	LIABILITIES	2014/2015
Cash	274,954.43	Accounts Payable	84,535.48
Accounts Receivable	44,186.69	Other Liabilities	401,959.95
Other	28,081.94	Equity	263,575.39
Fixed Assets	402,847.76	<b>TOTAL LIABILITIES</b>	<b>750,070.82</b>
<b>TOTAL ASSETS</b>	<b>750,070.82</b>		

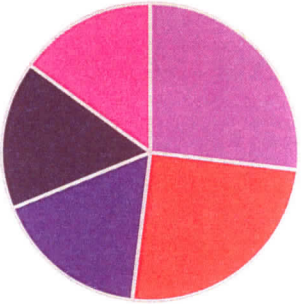
REVENUE

Contributions	18%
Ticket Sales	60%
Facility Management Contract	7%
Rentals	8%
Concession & Program Ads	7%



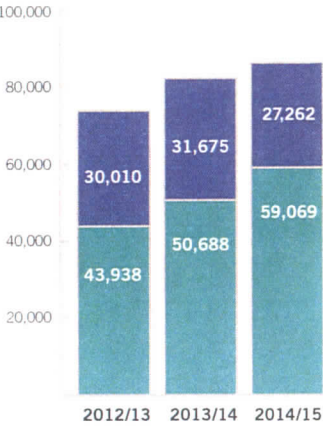
CONTRIBUTIONS

Annual Fund	25%
Membership	27%
Events	16%
Corporate Sponsors	15%
Grants	17%



ZEITERION PATRONS

Resident Company and Rental Events	
Zeiterion Events	



EXPENSES

Artist Fees	29%
Prof Salaries, Wages, Benefits	29%
Program Costs	26%
Administration	4%
Fundraising	2%
Facilities	10%

