



# Town of Riverview

Core Funding Grant Application  
October 2019



ALWAYS...  
**STUNNING**  
TOUJOURS...  
**FASCINANT**

[CAPITOL.NB.CA](http://CAPITOL.NB.CA)

**25**  
YEARS | ANS





**ALWAYS...**  
**EXCITING**  
**TOUJOURS...**  
**CAPTIVANT**

THÉÂTRE  
CAPITOL  
THEATRE



[CAPITOL.NB.CA](http://CAPITOL.NB.CA)



# Strategic Goals 2018-2021

- Build and broaden the Capitol's audiences
- Maintain the operating stability of the organization
- Strengthen the governance of the organization
- Strengthen the organization's position as a leading partner within the performing arts community and the community as a whole



# 2018-2019 At a Glance

- Main stage in use for 162 days
- 205 public performances
- Sold more than 62,000 tickets
- Informed and balanced programming choices with 80% capacity attendance to Presents series
- Continued successful PYWY program – 4 performances with 3,258 in attendance, 40% growth over previous yr
- Membership program = 778 households
- 2016-2019 Marketing Plan completed
- 2019-2022 Revenue Growth Plan adopted
- 25th anniversary celebrated
- 6 art exhibits
- First Individual Donor Campaign





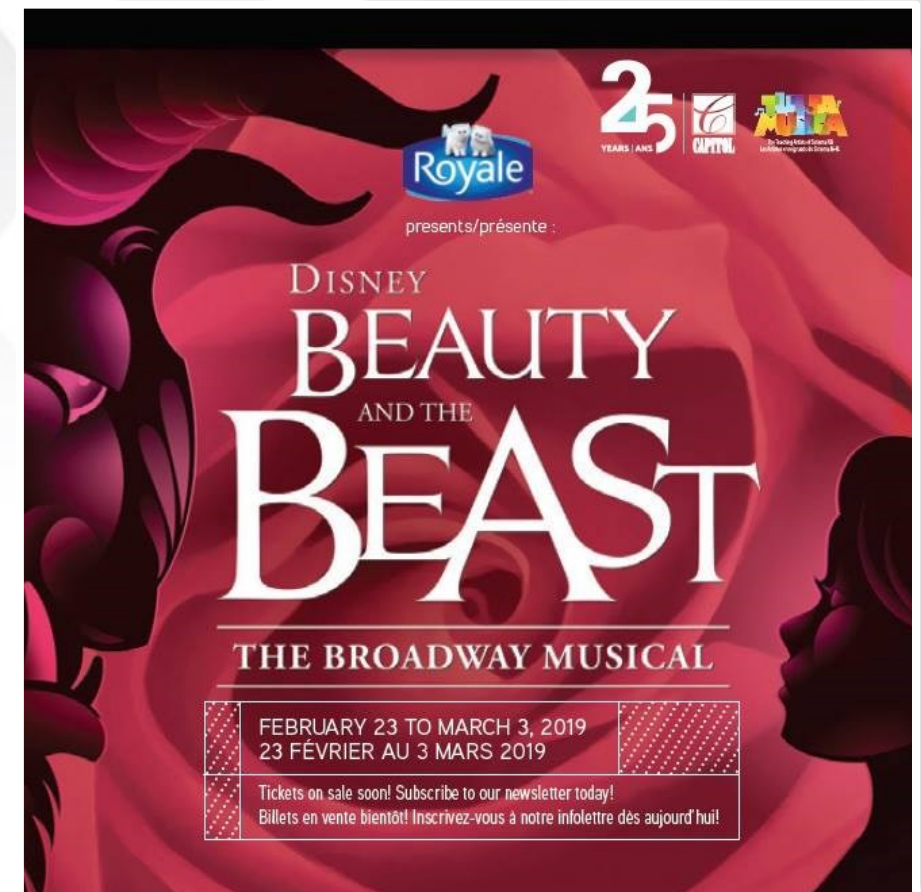
# Annual Co-Production

*"The show was absolutely amazing and the theater itself is beautiful. It was a great family experience and memory for many years to come!"*

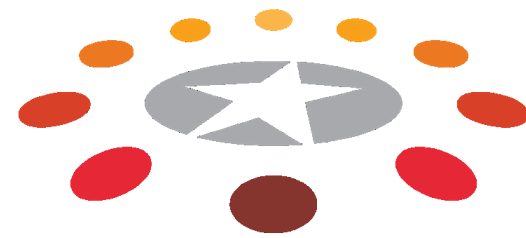
*"The caliber of the performance was AMAZING, STELLAR, WONDERFUL."*

*"Beauty and the Beast was a magnificent show of great quality worthy of Broadway shows! BRAVO!"*

*"Beauty and the Beast. Best show ever."*







The Capitol  
THEATRE  
ACADEMY

L'ACADÉMIE  
DE THÉÂTRE  
du Capitol







### 2018-2019 ACTIVITIES:

- Summer camps (8 camps)
  - Open classes (summer camp)
  - Fall session (9 classes)
  - 6-7 week School program
  - Open classes (Fall session)
  - School workshops (Moncton-Riverview ASED)
  - Teacher training for ASED
  - Drama Fest ASED (MC, workshop, volunteers)
  - Winter session (9 classes)
  - Workshops (CaFi, Franco-jeunes)
  - Presentation-Art in the Park
  - Presentation-Mosaïq
  - Training (CaFi, Franco-jeunes, moniteurs)
  - Workshop (Resurgo Place)
  - Workshop (Frye Festival)
  - Showcase-Creators (Frye)
  - Schools 5-week program
  - Showcases (Winter session)
  - Creation community production
  - Comedy Class with/avec Nikki Payne
- Presentations
- Community Production (shows)

### 2018-2019 PARTNERSHIPS:

- Anglophone East School District
- District scolaire francophone Sud
- Pro-Kids Riverview
- Resurgo Place
- Congrès mondial Acadien 2019
- Frye Festival
- CaFi
- Mount Allison University
- Ship's Theatre Company
- Pro-jeunesse Dieppe
- Théâtre La Cigogne
- Satellite Théâtre
- Mosaïq multicultural Festival
- WildCats (opening preshow)
- Fondation Marichette
- Oulton College
- The Performers' Theatre Company
- Moncton High School, performing arts





- Support for local artists, non profits & community groups
- School matinee support
- Theatre Academy students
- Volunteers
- Members and patrons
- Active participation by Board of Directors
- APA, Music NB, Canadian Live Music Association, RADARTS members



# Projected revenue 2019-20

|                 |                                    |
|-----------------|------------------------------------|
| \$624,065       | Public funding (M, R, D, PCH, PNB) |
| \$726,350       | Presents Programming               |
| \$235,000       | Sponsorships & Donations           |
| \$209,000       | Sales of services                  |
| \$200,860       | Ancillary revenue                  |
| \$150,000       | Rental income                      |
| \$130,000       | Concessions                        |
| <u>\$78,000</u> | Theatre Academy                    |

\$ 2,353,275





# Projected expenses 2019-20

|                  |                              |
|------------------|------------------------------|
| \$581,500        | Capitol presents             |
| \$538,400        | Administrative               |
| \$263,500        | Marketing & advertising      |
| \$233,500        | Technical Costs              |
| \$269,400        | Occupancy                    |
| \$244,250        | Box Office, general          |
| \$105,500        | Theatre Academy              |
| <u>\$117,225</u> | Rental fees, bar & ancillary |

**\$2,353,275**







Thank you-Merci

