



SHEA'S PERFORMING ARTS CENTER ANNUAL REPORT

2022 - 2023

SHEA'S BUFFALO THEATRE SHEA'S 710 THEATRE SHEA'S SMITH THEATRE



A LETTER FROM THE CHAIR

Dear Friends and Supporters,

It is with immense pride and gratitude that I share with you the remarkable achievements and milestones we have reached over the past year. The arts have always been a source of solace, inspiration, and connection, and we strive to ensure that they continue to flourish within our community.

Our vision for Shea's Performing Arts Center is one of growth, inclusivity, and innovation. Shea's continues to invest in our facilities, expand our educational offerings and community outreach. As we reflect on the past year, we are filled with optimism for the future.

I would like to express my heartfelt gratitude to our Board of Trustees, staff, volunteers, donors, sponsors, and patrons who make all this possible. Your commitment to the performing arts and our community is truly exceptional.

In closing, I invite you to join us in the upcoming year as we celebrate the transformative power of the performing arts. Together, we will write the next chapter in Shea's Performing Arts Center's history.

Thank you for your continued support.

Warm regards,



Chairman of the Board of Trustees
Shea's Performing Arts Center



SUBSCRIBERS

In the 2022 - 23 Broadway series we maintained the 15,000 season ticket holders that returned the year prior after reopening from the 18-month pandemic shut down.



SUBSCRIBER BENEFITS

Season ticket holders enjoy benefits like priority seating, exclusive events, discounted pricing, and same performance tickets exchange opportunities, making it a fantastic way to enjoy a night out.



ENGAGEMENT

Every Thursday Shea's Patron Services sends out a dedicated email blast, the Subscriber Update, to subscribers in the Broadway Series. This email keeps subscribers updated with information about upcoming shows, priority offers, and new theatre polices. The open rate on the email is 79%.

SUBSCRIPTIONS

With a legacy of delivering exceptional theatrical experiences to the Western New York community, the 2022 - 23 Broadway Series featured a diverse array of productions that catered to a wide range of tastes. Mixing classic productions with contemporary hits and new, innovative shows, Shea's Buffalo Theatre remains committed to delivering world-class productions to its dedicated audience.

By addressing the challenges faced during reopening after the pandemic, our marketing campaigns focused on the joy and excitement of returning to live theater. Continuing to emphasize the safety measures in place and communicate the unique experience of a Broadway show, we were able to bring back the magic of live theater while keeping both the audience and the performers safe.

The Five Star Bank 2023 - 24 Broadway season has garnered an overwhelming response from theatre enthusiasts, resulting in an increase in season ticket sales. Our current season includes *Mrs. Doubtfire*, *Moulin Rouge The Musical*, *Girl from the North Country*, *Funny Girl*, *Les Misérables*, *Mamma Mia*, and *MJ The Musical*. We are excited to celebrate this wonderful season of shows!

ARTS ENGAGEMENT AND EDUCATION

Shea's Arts Engagement and Education department is committed to the development of the next generation of storytellers. We work closely with community stakeholders to provide children, adults and families in Western New York with a variety of arts experiences and skill building initiatives that will enhance their quality of life and prepare them for active participation in a complex, ever changing world. We seek to provide equitable access to Shea's programs.

ANNUAL SHEA'S HIGH SCHOOL MUSICAL THEATRE AWARDS



Our annual high school musical theatre awards celebrate the achievements of students in high school musicals across WNY. The program recognizes the importance of musical theatre and is dedicated to the development of high school theatre programs and future storytellers. The 2022-23 program included ten schools, over 500 students/educators, 16 awards, and a \$10,000 award sponsored by the Lipke Foundation for Outstanding production of a musical to Barker Jr/Sr High School. We also sent the winners of the outstanding actor/actress award to the Jimmy Awards in NYC: Tiffany Nowak and Ayden Weinstein. Ayden made the semifinals and received a \$2,000 college scholarship.

ART EDUCATION INTENSIVES/CAMPS



Shea's theatre programs continue to be the place where young aspiring performers can hone their craft as complete theatre practitioners. In Sing Your Story, students explore their personal connection to a song. In Stories of Motion, students are immersed in many different dance styles, learning their history and contributions to society. During our Shea's Summer Musical Theatre Intensive we create an original musical in two weeks. Students work on writing, dancing, acting, and singing, collectively tell a new story, rehearse it, and perform it right here on the Shea's Buffalo stage! Actor's Edge is for that high school student that knows they want to pursue acting as a profession. And lastly, we have Comedy On Cue where middle school students learn about comedic writing structure and improvisation to create original comedy sketches. 130 students participated in this year's programs!

SHEA'S 710 PRODUCTION OF ONCE ON THIS ISLAND



Many wonderful engagement and education initiatives were born out of this production. Programs included: ELA residencies, a panel discussion and dance workshop and a Community Day where Shea's 710 Theatre was open to the public for a full day of workshops, presentations, and tours. Members of the cast and production design team shared their experience working on Once on this Island.

SHEA'S ON SCHOOL TIME SERIES



iTheatrics returned to Shea's with their middle school musical celebration! A total of 16 schools participated in a day of workshops and performances. This program was sponsored by Mr. and Mrs. James Eagan, Rich's, and Sigma Alpha Iota Buffalo Alumnae.

TWO DAYS OF JUNIOR THEATRE CELEBRATION



iTheatrics returned to Shea's with their middle school musical celebration! A total of 16 schools participated in a day of workshops and performances. This program was sponsored by Mr. and Mrs. James Eagan, Rich's, and Sigma Alpha Iota Buffalo Alumnae.



FINANCIAL OVERVIEW

Fiscal 2023 Annual Report: Financials – The Year at a Glance

Shea's Management and Board of Trustees are dedicated to maintaining the organization as a viable cultural institution. Their efforts focus on achieving a surplus each year to build reserves for expansion, outreach, and to withstand challenging times. To accomplish this, the organization monitors its operations through three main components: production income, operating support/other income, and general and administrative expenses. The annual goal is to at least break even or achieve a surplus from operations.

Prior to the pandemic, Shea's had experienced several prosperous years, which allowed for the accumulation of reserves to mitigate the impact of unforeseen events. However, the 18-month closure period caused by the pandemic significantly depleted these reserves and led to increased operating expenses. Fortunately, in fiscal 2022, we were able to access funding from the Shuttered Venue Operators Grant (SVOG), which replenished our reserves and enabled crucial improvements to our theaters.

FINANCIAL OVERVIEW

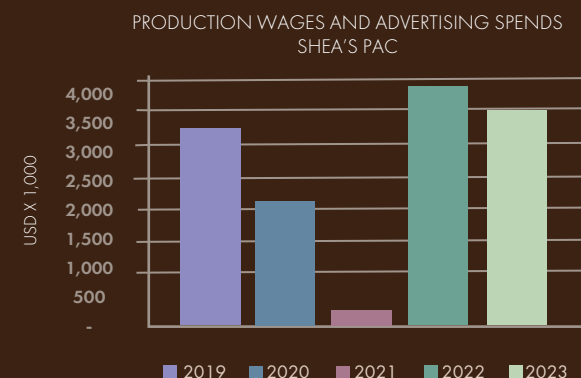
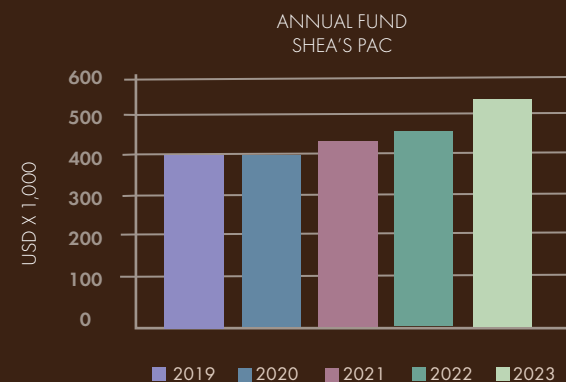
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Reopening after the pandemic posed numerous challenges resulting in increased operating costs that led to deficits in the past two years. We are grateful that our donors consistently supported us throughout the pandemic and beyond. Their unwavering support enabled our annual fund to continue growing. The slide to the right demonstrates the substantial contribution of our donors to our revenue. Without their support, our deficits would have been even larger.

The sale of concessions (food and beverage) is another crucial revenue stream for Shea's. As a presenter, Shea's does not generate substantial revenue from ticket sales, which limits our income from productions. To supplement our revenue, we rely on the sale of concessions, which is included in our production income. As shown in the graph to the right, the sale of concessions plays a pivotal role in our revenue generation.

As Shea's looks ahead, Arts Engagement and Education emerge as an area of special interest. Despite negative impacts during the pandemic, efforts have been redirected to prioritize this area in fiscal year 2022, reaffirming the commitment to provide an accessible and safe space for learning and entertainment. While recent changes have momentarily disrupted programs, Shea's intends to enhance offerings moving forward.

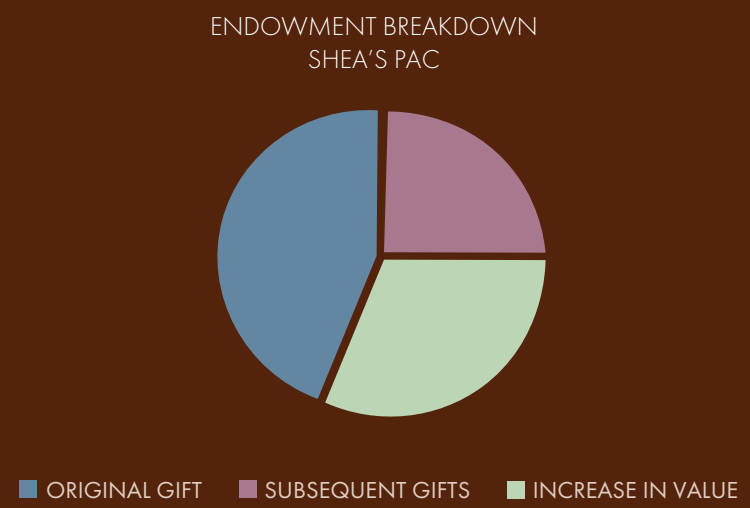
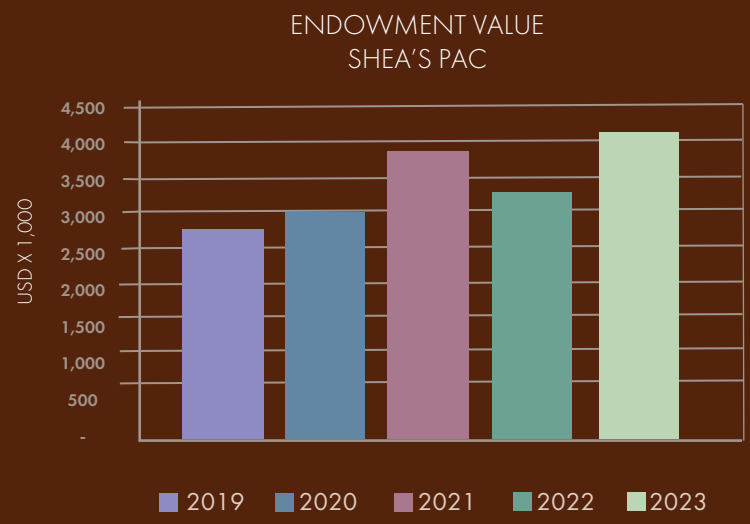
Shea's holds immense community value and plays a crucial role in the economic landscape of downtown Buffalo. The graph provided aptly depicts its significant contributions to the Western New York economy.



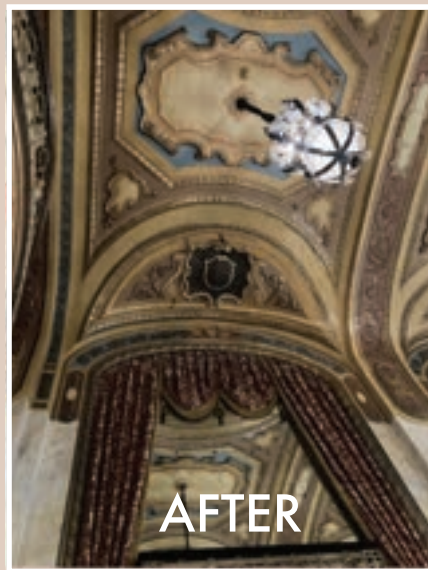
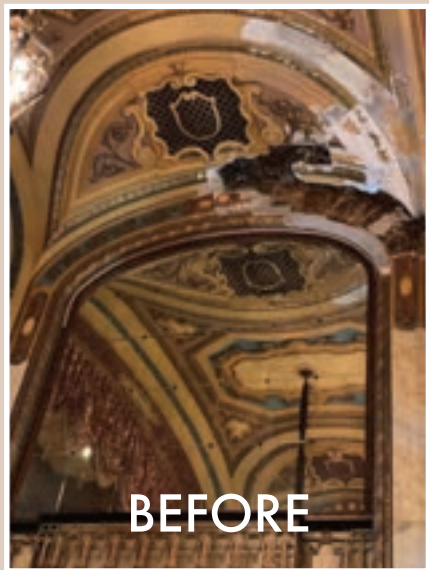
FINANCIAL OVERVIEW

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Over the years, Shea’s has been fortunate to receive generous endowment gifts, which have paved the way for a sustainable future. Consequently, we are committed to diligently growing this investment to secure long-term stability. The accompanying graph showcases the changes in our endowment balance over the past five years, while the other highlights the various sources of income for Shea’s. It is worth noting that no funds have been withdrawn from this account.



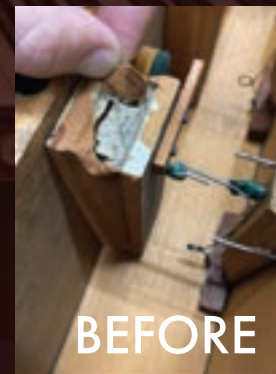
RESTORATION



In May 2022, a cracked drain pipe from the Projection Booth caused significant water damage to an Ornamental Arch in the Petite Lobby ceiling. Draperies were removed to protect them and all of the damaged plaster was dug out. While the drain pipe was being repaired, Buffalo Plastering & Architectural Casting made molds of architectural ceiling elements from another Arch and fabricated them out of plaster. The ceiling was repaired in August and painted by our Restoration team just in time for the 2022/2023 season to begin in September.

MIGHTY WURLITZER

After kicking off a major fundraising effort in 2021, the restoration of the Mighty Wurlitzer at Shea's Buffalo continues! Patrons see the beautiful organ console that is played prior to performances but inside the walls above the house right and left boxes there are a total of four organ chambers that contain pipes, windtrunks, wind regulators, percussion instruments—just to name a few components—that are the source of the sound. In these two photos you will see tiny offset chests that needed the leather to be replaced for the pipes that they support because wind was leaking out. The Wurlitzer restoration is a labor intensive and complicated project but in the expert hands of David Peckham of L.A. Peckham and Son Pipe Organ Service the world-renowned instrument will be in tip top shape for the 100 th Anniversary in 2026.



BOARD AND STAFF

BOARD

<i>Chairperson</i>	Randall K. Best
<i>Vice Chairperson</i>	Jonathan Dandes
<i>Treasurer</i>	James J. Eagan
<i>Corporate Secretary</i>	La Verne Mosey-Murphy
<i>Governance</i>	Toni Vazquez

Marco Cercone
Elizabeth Cotton
Jessica Croce
Andrew Davis
David Fabian
Thomas Lang
Russell Matuszak
Cindy Ripley
Dr. Maryam Saleemi
Heidi S. Salva
Hon. Donna M. Siwek
Donald Ware

STAFF

Administrative

<i>Chief Financial Officer</i>	John F. Herbert
<i>Vice President of Development</i>	John Schaller
<i>Vice President of Operations</i>	Robert H. Brunschmid
<i>Vice President of Marketing and Communication</i>	Kimberly Boyle
<i>Vice President of Engagement and Education</i>	Victoria Pérez-Maggiolo
<i>Vice President of Events and Hospitality</i>	Bobbi Scott
<i>Executive Assistant</i>	Rita Sirianni
<i>Receptionist</i>	Rachael Buchanan

Arts Engagement and Education

<i>Arts Education Coordinator</i>	Jake Gear
<i>Arts Engagement and Education Assistant</i>	Alicia Rainey
<i>Teaching Artist</i>	Alejandro Gómez

Box Office Services

<i>Customer Service Supervisor</i>	James C. Sedor
<i>Assistant Customer Service Supervisor</i>	Julie O'Dea, Cindy Szmajda
<i>Ticketing Representatives</i>	Sarah Bos, Alexis Cueva, Jennifer Gallagher, Rebecca Harris, Judy Jacob, Tony Kozak, Matthew Mogensen, Michelina Nigro, Caitlyn Panczykowski, Susan Patrisko, Theresa Pszonak, Robin Rebelo, Ashleigh Chrisena Ricci, Carol Richthammer, Ben Tichenor, Erick Vazquez, Jay Vinitzky, Kathleen Washington, Emily Weber, Lynn Wolf, David Wysocki

Development

<i>Major Gifts Officer</i>	Guy Tomassi
<i>Development Manager</i>	Cassandra Lippert
<i>Development Coordinator</i>	Julianna Tracey

Environmental Services

<i>Chief Engineer</i>	Brian Hall
<i>Stationary Engineer and Maintenance Technician</i>	Daniel Nowak
<i>Engineering</i>	Mark Blake, Brian Higgins
<i>Environmental Services Team Supervisor</i>	Jose Rodríguez
<i>Environmental Services Team Leaders</i>	Shyla Arnone, Gerardo Castillo, Alexia Doran

Environmental Services Associates

Omar Arzuaga, Nicholas Balsano, Jeremy Blue, Yanira Cabrera, Yolanda Harris, Deanna Isaacs, Patrick Lee, Alexis Mercado, Alysha Mercado, Anna Michalski, Jazmin Prophet, Christian Quinones, Josh Redfield

STAFF CONTINUED

Front of House

Manager - Events and Hospitality
Supervisors – Events and Hospitality

Jenny Stanek
Laura Maguire, Theresa Marr-Sexton,
Mat Missert, Cassie Saleh

Operations Manager
House Manager
Front of House Manager
Hospitality Staff

Nikiya Campbell
Maureen Reinig
Broderick Cason
Chris Bartnicki, Annette Baumgarden, Peter Coates, Angelyn Friend, Bob Garretson, Kathleen Gilmartin, Leah Hansen, Matthew Heim, Lindsay Hunt, Michael Jaszcz, Melissa Laux, Erin Lawson, Jesse Mattson, Sean McCormack, Lauren Merriman, Kenneth Newsom, Kelly O'Hern, Nikki Polasik, Shannon Sedor, Catherine Shannon, Flavia Sprada, Stacey Springer, Amanda Swan, Deb Toolles, Kourtney Tyson
Tracy Allen, Brenda Bridges, Riley Dungan, Martin Gartz, Megan Hoare, Kathleen Gray, Ann Ludwig, Emily Nobumoto, Karen Phillips

Audience Services Coordinators

Finance

Accounting Supervisor
Senior Staff Accountant
Manager IT and Event Builds
IT and Event Builds

Megan Bagley
Lynette Frankowski
Jeff Huntz
Shelby Converse

Restoration

Historic Restoration Consultant
Restoration Assistant

Doris Collins, Collins Restoration
Wendy Lehman

Marketing

Marketing and
Communications Manager
Marketing Assistant
Group and Box Sales

Beth Potozniak
Bridget Neeson
Mary Oshei

Production

Senior Production Manager
Production Assistant
House Stagehand
Production Managers

Bill Hedrick
Maureen Sheldon
Sean Flahive
Genna Ackley, Amanda Borowski, Laura Garrett, Pam Hartfield, Emily Humbert, Mary Kate Lodick, Tara Scime
Joe Abad, Mike Avery, David Keller, Josh Moberly, Lucy Orlando

Shea's Buffalo Production
Department Heads

Shea's 710 Production
Department Heads

Kevin Faulhaber, Katie Ludwig,
Robert Hemphill

Stagehand Services

IATSE, Local No. 10

Wardrobe

IATSE, Local No. 783, Mary Jo Witherell, B.A.

Musician's Contractor

AF of M, Local No. 92, Lon Gormley

Outside Services

Auditor
Counsel
Security

Tronconi Segarra & Associates, LLP
The Knoer Group, PLLC
Vista Security Group, Inc.

A vertical strip on the left side of the page showing an ornate architectural detail, likely a ceiling or wall panel, with gold leaf, blue, and green colors and intricate carvings.

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CONTACT

JOHN F HERBERT
JHERBERT@SHEAS.ORG

