



VIRGINIA

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VIRGINIA REPERTORY THEATRE

ANNUAL REPORT FISCAL 2020
Plus a 2021 Update

GOING ON

The theme of our **9th Annual Anything Goes Gala** was *The Show Will Go On*, and truer words were never spoken. It was our first virtual Gala, and it was a robust and inspiring show unto itself. If you didn't catch it live on January 23, be sure to watch it now from our website at **VirginiaRep.org**. It's 81 minutes of fun and good cheer. Endless thanks to the over 120 individuals who worked for months to make the Gala happen.

Best of all, the Gala was just the beginning. In February, we began distributing our video production of *Harriet Tubman and the Underground Railroad* free-of-charge to Title I schools throughout Virginia, and, for a modest fee, to other schools statewide. We are currently offering *Harriet Tubman* and two other children's plays for families to watch at home with video-on-demand at our website.

In April, we'll begin our *First Fridays* mini-cabaret program, *Evening Songs*, directed by our Music Supervisor, Anthony Smith. *Evening Songs* will be a series of free half-hour concerts presented live and open air on the First Friday of every month at our historic Virginia Rep Center. In May, we will offer virtual performances of our internationally acclaimed child abuse prevention program, *Hugs and Kisses*, available to all 2nd through 4th graders in elementary school classrooms statewide.

And this summer, in accordance with public safety protocols, we will reopen our live performance series with a lavish musical comedy sure to delight everyone in our community. As a tribute to the late great Randy Strawderman (Barksdale's Artistic Director, 1997-2001), who passed away last summer, we are recreating an all new iteration of one of his signature hits, *Ella and Her Fella Frank*, starring Desirée Roots and Scott Wichmann.

We know it seems like we've been dark, and we have been. But we've also been VERY BUSY! Take heart, friends. At Virginia Rep, our best shows are soon to come!

Actor Photo Credits - COVER: D. Jerome Wells and Mariah Lyttle from *The Wiz*; Joe Marshall, J. Ron Fleming Jr., and James Craven from *Fences*; cast of *Forever Plaid*; Scott Wichmann in *A Gentleman's Guide to Love & Murder*. INSIDE: Marjie Southerland and the cast from *Harriet Tubman and the Underground Railroad*; Alec Beard, Irene Kuykendall, Paul S. Major, and Audra Honaker from *The 39 Steps*; Quynh-My Luu from *Cinderella*; the cast from Cadence Theatre's *13*.

Photos by: Jason Collins, Jay Paul, Aaron Suttan



You can watch the Gala at
VirginiaRep.org



HUGS AND KISSES



A YEAR AND A HALF IN REVIEW

Fiscal 2020 (and the seven months that followed) was one for the record books — a year and a half that gave credence to the old Yiddish adage, “Man plans and God laughs.” Only everyone concurs that God wasn’t laughing this time.

We began the fiscal year with a joyful summer production of *The Wiz*, followed in our November Theatre by the rollicking mystery/musical comedy *A Gentleman’s Guide to Love and Murder*, starring Scott Wichmann, Alexander Sapp, and Grey Garrett. A bright reimagining of Rodgers and Hammerstein’s classic *Cinderella* brought merriment throughout the holiday season, followed by August Wilson’s masterwork, *Fences*, which triumphed as the Richmond Theatre Critics’ Circle **Best Play of the Year**.

Forever Plaid kicked off our Hanover Tavern Season with a song, and the singing continued with Debra Wagoner in *Always ... Patsy Cline*, followed by the suspenseful hijinks of *The 39 Steps*. The Theatre for Young Audiences version of *Tuck Everlasting* delighted audiences of all ages on our Children’s Theatre Season at Willow Lawn, followed by Katrinah Carol Lewis’ brilliant reinvention of our signature history show, *Harriet Tubman and the Underground Railroad*. **13** (featuring a super-talented, all-adolescent cast) won hearts on our Cadence Season in Theatre Gym (co-produced with Cadence Theatre), followed (almost) by the transcendent newness of *Small Mouth Sounds*.

Ah ... “almost.” In early March, COVID-19 took center stage and everything — all our mainstage productions and all our statewide, regional and national tours — came abruptly to a halt. With all those production and performance cancellations, 100% of our earned revenue beat a hasty retreat.

But the bills kept coming. Virginia Rep is a major company — bringing in and sending out approximately \$5.8 million per year. Beginning in March, the earned revenue may have stopped — but the mortgage payments, tax assessments, rental fees, insurance charges — you get the picture — **all** continued.

What’s a nonprofit to do?

Behave responsibly and move forward carefully, but with great optimism for the future — that’s what. We tightened every belt that could be tightened. Everyone on staff was either furloughed or laid off. We bid farewell to our Artistic Director of four years, Nathaniel Shaw.

And we turned to you for support — and **YOU CAME THROUGH** beyond our best expectations!

On January 23, 2021, we staged our annual **Anything Goes Gala** virtually with an ambitious “by this point in the year” goal of \$680,000. And thanks to your love and care, we blew past that goal, with a total of **\$782,288** raised as of January 31, in support of our mission-driven work. From the bottom of our hearts, **THANK YOU!**

In this Annual Report, Plus Update, we’ll fill you in on everything that happened throughout all of fiscal 2020 and the first seven months of fiscal 2021. And we’ll share with you our current plans for reopening.

Also, we’ll personally thank MANY of you whose generosity made it possible.

DONORS

We thank the many individuals and institutional funders who gave to Virginia Rep so generously between July 2019 and June 2020. All donors of \$50 and more are listed on our website. The following lists reflect contributions of \$500 and above received in fiscal 2020. We have made every effort to list individual names correctly. If we have made an error, please accept our apologies and contact our development office at 783-1688, ext 1263.

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Donations under
 \$50 are shown at
bit.ly/varepdonors

Many thanks to our **donors for Fiscal Year 2021** (starting July 1, 2020). Names are updated monthly at bit.ly/varepdonors. A complete list of FY2021 donors will be published in the next annual report.

And special thanks to the many in-kind, corporate, and individual donors who supported our **2021 Virtual Anything Goes Gala, *The Show Will Go On***. Visit bit.ly/varepdonors for a complete list.

VIRGINIA REP BY THE NUMBERS

In an average year, this is a typical snapshot of who we serve and what it costs.

ANNUAL REVENUE

\$5,800,000

ANNUAL EXPENSES

\$5,800,000

CONTRIBUTIONS

\$1,800,000

COMPENSATION

Paid to Richmond-based artists and staff

\$3,100,000

ECONOMIC IMPACT

Statewide

\$19,100,000

ANNUAL ATTENDANCE

Signature Season (November Theatre) 44,000

Children's Theatre Season 30,000

Hanover Tavern Season 11,000

Cadence Theatre Season 4,000

Tour to schools in Greater Richmond 63,000

Tour to VA schools outside RVA 97,000

National tour* outside VA 244,000

Camps, classes, service initiatives 17,000

Total attendance - approximately 510,000

* No contributed revenues are used in support of national touring. National tour earnings subsidize free or below-cost touring to low income schools throughout metro Richmond and Virginia.

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