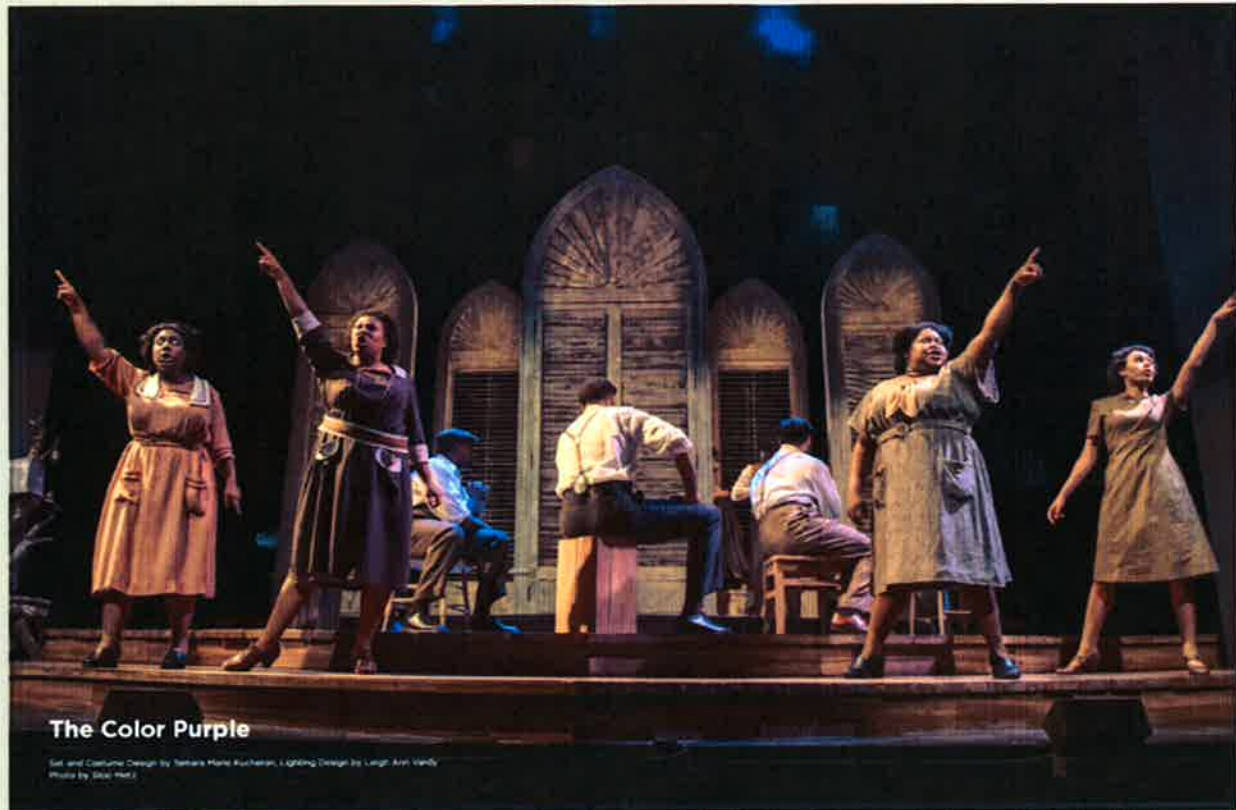


2018/2019 YEAR IN REVIEW



Neptune Theatre had a very strong season artistically, reported record attendance and enhanced engagement with the community in 2018-2019.

Over 105,000 patrons came to Neptune during the season, **a 25 per cent increase** over the previous year. Much of the increase was due to the success of *Cinderella*, which attracted more than **24,000 patrons**, becoming the highest grossing holiday production in Neptune's history, plus attendance from summer

programming. The new Atlantic Canadian musical *KAMP* became Neptune's highest grossing production on the Scotiabank Stage.

Neptune partnered with Eastern Front Theatre to premiere the poignant production by local playwright Jamie Bradley and composer GaRRy Williams. The season ended with the Canadian regional premiere of the musical *The Color Purple*.

2018/2019 YEAR IN REVIEW

Annual Report Card

Pursue Artistic Excellence

- ✓ Instituted a Talk Back forum for every production
- ✓ Collaborated with leading creators and artists to develop & present new works
- ✓ Elevated Neptune on the national stage (engaged in national partnerships and co-productions, garnering recognition for local artists & their work)
- ✓ Developed new works for touring and production, outside the region

Attract Larger, More Diverse Audiences

- ✓ Programmed productions that reflect the community we serve
- ✓ Instituted diverse casting and programming
- ✓ Introduced outreach and engagement programs: Coffee & Conversations, Relaxed Performances and American Sign Language (ASL) Interpreted Performances
- ✓ Continued and renewed partnerships to support community access (Bell Aliant Pay What You Can, TELUS Rush, Sun Life Financial Share the Stage)
- ✓ Invited influencers to welcome audiences to Neptune
- ✓ Added summer programming

Highest grossing
Scotiabank Stage show
KAMP



Canadian content included: *The Argyle Street Kitchen Party*, a collaboration between Nova Scotian singer/song-writer Ian Sherwood and artistic director Jeremy Webb; *Playing With Fire: The Theo Fleury Story* by Kirstie McLellan Day; Daniel MacIvor's *New Magic Valley Fun Town* and Rose Napoli's *Lo (Or Dear Mr. Wells)*. Neptune also premiered 2b theatre's *The Bridge*, by Halifax playwright Shauntay Grant.

DIVERSITY AND INCLUSION

Neptune presented its **most diverse season** to date. The theatre met its commitment to cast at least one third of all artists from diverse communities and the playbill presented stories and characters that more accurately reflect the community Neptune serves.

Neptune strengthened its outreach and engagement with several important communities during the season. **The theatre conducted community consultations to explore ways of developing programming for underserved communities.** Staff received cultural sensitivity training and worked closely with advisors from the African Nova Scotian and LGBTQ + communities. Neptune once again

Be Recognized as a Leader in Diversity and Inclusion

- ✓ Expanded artistic leadership to include more diverse perspectives
- ✓ Instituted diverse casting and programming
- ✓ Created a new ethno-culture statement to guide the theatre's action
- ✓ Constituted a committee of the Board to focus on outreach and engagement
- ✓ Engaged community leaders to help guide, support and shape programming and initiatives
- ✓ Programmed productions that reflect the community we serve

Promote Growth and Development of the Local Theatre Community

- ✓ Increased casting of local professionals
- ✓ Instituted AD Industry Night to support engagement and networking for theatre professionals
- ✓ Developed Chrysalis Program to support development of emerging theatre artists
- ✓ Increased percentage of local, regional and national content on Neptune stages
- ✓ Engaged in co-productions and partnerships with local and regional theatre companies
- ✓ Continued Open Spaces program with Theatre Nova Scotia
- ✓ Expanded Masterclass, professional development, drop-in and intensive programs for pre-professionals and professionals
- ✓ Engaged local professionals for educational programs, community outreach and theatre school productions
- ✓ Continued bursary and scholarship programs
- ✓ Shared expertise and resources with educational institutions and other theatre companies

partnered with the private sector to welcome new Canadians, children and people who would not otherwise have an opportunity to attend live theatre. The theatre also announced a partnership with the Atlantic Fringe Festival, which will strengthen Neptune's work to support the growth of the regional theatre community.

With training and advice from Autism Nova Scotia and support from the Craig Foundation, Neptune enhanced programming at the theatre school and **presented its first relaxed performances**. Neptune also **introduced American Sign Language (ASL) interpreted performances** - providing the Deaf community with an opportunity to enjoy live theatre. Neptune continued Coffee and Conversations, an informal social hour designed to welcome and encourage seniors to continue coming to the theatre. The provincial government recognized Neptune for its work to increase accessibility.

The Neptune Theatre School experienced significant growth by expanding programming for children, youth, adults, pre-professionals and professionals. Attendance at summer camps **grew by 12 per cent** year on year. The annual school tour traveled to schools across the province, introducing live theatre to **over 15,000 students** and Neptune **presented 26 school matinees** at its theatres in Halifax.



Neptune proudly launched the Chrysalis Project with support from RBC and Arts Nova Scotia. This hands-on training program provided

Build Excellent Staff, Management and Board Relations

- ✓ Consulted staff on skills and effectiveness of visiting designers and directors
- ✓ Continued to involve management and staff in joint committees
- ✓ Engaged staff in policy development
- ✓ Conducted post-production reviews of productions to facilitate learning, best practices and decision making
- ✓ Empowered staff to identify and deliver training and development programs

Ensure Fiscal Health and Stability

- ✓ Developed a deficit reduction plan
- ✓ Instituted a modest annual ticket increase (to keep pace with cost increases while avoiding significant price hikes)
- ✓ Managed and stimulated cash flow
- ✓ Programed summer season for locals and visitors
- ✓ Hired a Director of Development and Partnerships
- ✓ Identified and developed alternate sources of revenue
- ✓ Developed programs to recognize the support of long-term donors

Highest grossing
holiday show
CINDERELLA

10 emerging directors, designers and choreographers the opportunity to work on Neptune productions and to be mentored by local and visiting professionals engaged during the season.

FINANCIAL HEALTH

Neptune recorded a modest surplus for the second year in a row. An expanded slate of productions **generated \$1,150,617 more** in revenue than the previous season. Production expenses increased as a result of the additional activity.

The new Atlantic Canadian musical *KAMP* exceed revenue targets and the season-ending musical ***The Color Purple* exceeded revenue projections by \$108,000**. Despite strong reviews, several shows during the season fell short of revenue projections.

Neptune hired a Director of Development and Partnerships. As a result, **cash sponsorships increased** by approximately **\$62,000** and **in-kind sponsorships** increased by **\$45,000**.

Summer **theatre camp revenues increased** by more than **\$19,000** and **Masterclasses and workshops generated** an additional **\$8,000**. **Bar sales increased** by **\$87,000** over the previous season and **merchandise generated** an additional **\$13,000**. Correspondingly, expenses in these areas increased as well.

The theatre hired a new marketing manager and refocused the role of its communications coordinator to emphasize social media and digital content creation. These changes address shifting demographics and the importance of attracting new audiences.

The theatre worked diligently to counter revenue losses sustained early in the season. With the generous support of donors and a small-scale fundraising event, Neptune met its financial obligations and contributed to its endowment fund. The **surplus has been applied to Neptune's accumulated deficit, reducing the total from \$725,920 in 2016/2017 to \$567,086**.