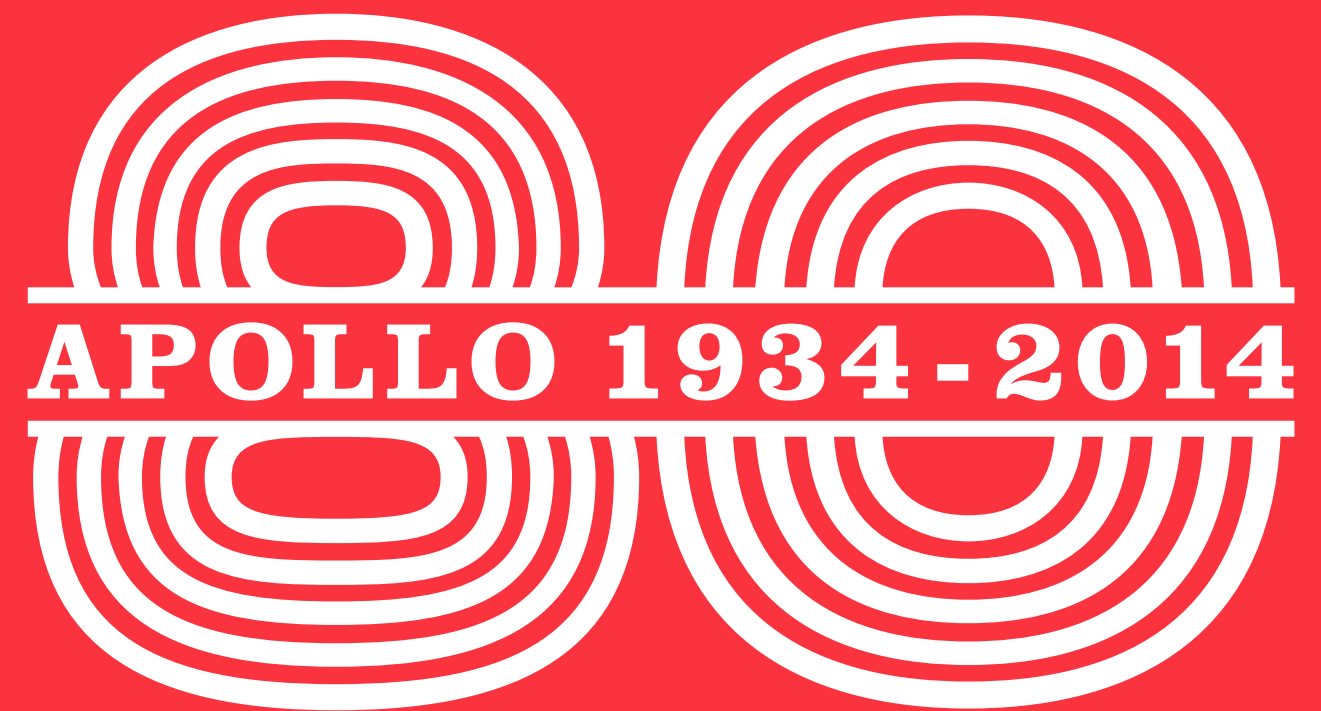


APOLLO



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apollotheater.org | development@apollotheater.org | 212 531 5377



APOLLO 1934 - 2014

The Apollo Theater
2013-2014 Annual Report



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APOLLO CELEBRATES 80 YEARS

“This is a piece of American history. This incredible institution is a symbol of hope, pride, and African-American achievement.”

WAYNE BRADY

FROM THE CHAIRMAN AND PRESIDENT & CEO

The Apollo's 80th anniversary season was memorable in every respect, from our diverse new programming and A-list artists to successful completion of the quiet phase of the 21st Century Apollo Campaign, which as of June 30, 2014 has raised 50% of its \$20 million goal.

The Theater's 2013-2014 season of vibrant, multidisciplinary performing arts programming opened with the world premiere of *James Brown: Get on the Good Foot*, set to the iconic music of James Brown. This innovative production garnered rave reviews, a Bessie award, a four-city national tour, and an upcoming international tour.

The season also included Apollo Club Harlem, Africa Now!, Ellington at Christmas, a tribute concert to Celia Cruz and the premiere of Arturo O'Farrill's *Afro Latin Jazz Suite*. Our legendary venue maintains its position as hallowed ground for popular, contemporary artists like Pharrell Williams, Metallica, Sam Smith, Janelle Monae and Lykke Li, all of whom performed on the renowned Apollo stage this year.

Even more, we have highlighted issues which are important to Harlem and the greater NYC community through the Apollo Uptown Hall series and programs like MSNBC's *Advancing The Dream Live from the Apollo* and *Dreams for NYC Inspired by MLK* presented in partnership with WNYC.

This report highlights an incredible year of dynamic growth through stories, photography and metrics. The generous support of our Board and our many donors, as well as the efforts of our staff, have made our 80th Anniversary season a tremendous success and laid a strong foundation for the future.

Dick Parsons, *Chairman of the Board*
Jonelle Procope, *President and CEO*

“Aakash Odedra whirling like a dervish, with arms rising like flames, to “Get on the Good Foot” drove the Apollo crowd wild.”

FINANCIAL TIMES



FROM THE EXECUTIVE PRODUCER

The Apollo serves as a home for artists at all points in their careers—a place where some of our greatest artists return time and again to hone their craft, and where audiences discover new talent almost every week.

The Apollo's new artistic and programming vision celebrates and re-envision this legacy in a forward thinking contemporary way, keeping music at the core while: creating a forum for emerging artists and curators; supporting new directions for mid-career and established artists; developing and presenting new multi-disciplinary work; valuing culturally diverse artists and audiences; and promoting an intimate and engaged experience for audiences.

A centerpiece of our 80th Anniversary season was *James Brown: Get on the Good Foot-A Celebration in Dance*. This evening-length dance work brought 9 choreographers from around the world together in celebration of James Brown's music. Developed in a unique partnership with the City of Lafayette Louisiana, *Get on the Good Foot* premiered at the Apollo in October, enjoyed a 4-city national tour, and in 2015 will tour internationally.

As we ask ourselves the question, ‘What's next?’ we are so proud to continue expanding the work on our stages, celebrating our 80 year legacy of music dance, theater, comedy, spoken word, and cultural debate, and engaging audiences in Harlem and around the world.

Mikki Shepard, *Executive Producer*



APOLLO

TRIBUTE TO LA GUARACHERA DE CUBA: THE QUEEN CELIA CRUZ MARCH 22, 2014

The Apollo honored Cuban-American salsa singer and Apollo Legend, Celia Cruz, with a special one-night only Mainstage concert. The sold-out Tribute to La Guarachera de Cuba: The Queen Celia Cruz was presented in collaboration with the Caribbean Cultural Center African Diaspora Institute and produced in collaboration with Omer Pardillo. Felipe Luciano and Malin Falu served as hosts for the evening and Dominican salsa legend Jose "El Canario" Alberto and his Orchestra were joined by Grammy nominated singer Lucrecia. Other featured performers included: Anissa Gathers, Cita Rodriguez, and Amma McKen. This special tribute also included a screening of *Celia the Queen* at El Museo Del Barrio on February 5, 2014 and special recognition of Celia Cruz with a plaque on the Apollo Walk of Fame, the first Latina with this honor.



AFRICA NOW! APRIL 2-6, 2014

The 2nd annual Africa Now! Festival, presented in collaboration with World Music Institute, spotlighted today's African music scene. Ten events for nearly 3,000 attendees took place on the legendary Apollo Mainstage, Soundstage, and venues across Harlem. Hosted by Nigerian singer, Wunmi, the blow-out Apollo Mainstage concert featured noteworthy performances by Fatoumata Diawara, Les Frères Guissé, and Sierra Leone's Refugee Allstars. Apollo Music Café performances included: Bajah + The Dry Eye Crew; Azania; Les Chop and Quench Fela! Band; and Kae Sun, curated by OkayAfrica. The United Nations, Mayles Documentary Center, Silvana, Shrine World Music Venue, and MIST Harlem were other festival partners. Events also featured an Apollo Family Showtime performance by Les Frères Guissé, DJs freestyling, a Late Night Jam event with Ghanaian artist Allinor, and free screening of the *Sierra Leone Refugee All Stars* documentary film.

MUSIC

AMATEUR NIGHT AT THE APOLLO WEDNESDAYS

Celebrating 80 years, Amateur Night at the Apollo's legacy includes Ella Fitzgerald, Sarah Vaughan, Billie Holiday, Sammy Davis, Jr., James Brown, Gladys Knight, Luther Vandross, D'Angelo, Lauryn Hill, and countless others. Highlights of the 2013-2014 season include special theme nights for Gospel, Soul, Broadway, the Harlem Jazz Shrines Festival and a tribute to Martin Luther King, Jr. The weekly talent competition is fully participatory, with the audience cheering for contestants to "be good or be gone". Guest artists included Tony Terry, Kool Noe Dee, Jeff Redd, Laurice Lanier, Queen Esther, The Villalobos Brothers, Zephaniah, Doug E. Fresh, Imani-Grace Cooper and Geoff Gallante, and a Holiday Special with rapper, actor and host of BET's 106 & Park, Bow Wow.



APOLLO MUSIC CAFÉ ONE WEEKEND A MONTH

The Apollo presented 18 Music Café performances, introducing cutting edge emerging talent (local, national and international) on the intimate 150-seat Soundstage. Featured performers represented a myriad of genres such as R&B, hip hop, soul, jazz, pop, funk, and rock, and included: Maya Azucena, Martin Luther, Rebecca Naomi Jones, Patrice Covington/B. Slade, Sofia Rei and AlSarah & the Nubatones, Toni Blackman, Carolyn Malachi, Lezlie Harrison, Eisa Davis, Jessica Betts, The Rebel Ship, Stephanie McKay, Jermaine Paul, B. Steady and Chris Turner, Kimberly Nichole, Alecia Chakour Band and Jason Walker, and Gordon Chambers. Select Music Café presentations were designed to complement Apollo Music Mainstage events such as Africa Now! and the Harlem Jazz Shrines Festival.

APOLLO LEGACY

JAMES BROWN: GET ON THE GOOD FOOT OCTOBER 22-26, 2013

A centerpiece of the Apollo's 2013-2014 80th Anniversary season, *James Brown: Get on the Good Foot-A Celebration in Dance*, a new evening-length dance work illuminating James Brown's worldwide influence, premiered in NYC on the legendary Mainstage. Under the artistic direction of acclaimed choreographer Otis Sallid, PHILADANCO performed the original works of Mr. Sallid and 8 other innovative choreographers from all over the world and representing a variety of genres including: Aakash Odedra, Ephrat Asherie, Souleymane Badolo, Camille Brown, Ronald K. Brown, Derick K. Grant, Abdel Salaam, and Thang Dao. Soloist Aakash Odedra won a 2014 Bessie Award for his outstanding performance, which blended classical Indian Kathak and contemporary dance styles. Other notable solo performances by Derrick K. Grant and Ephrat Asherie incorporated tap and hip hop, respectively. The musical score blended a medley of nearly 40 James Brown hits and sound bites sampled over new jazz, soul and funk compositions from composers Ronobir Lahiri and Kevin Toney. The Apollo's first major performing arts program to tour nationally and internationally, *Get on the Good Foot* was developed in partnership with the city of Lafayette, LA and presenters in four different U.S. cities, including Lafayette, Atlanta, Baton Rouge, and Los Angeles, which comprised the U.S. Tour venues. In early 2015, *Get on the Good Foot* embarks on an international tour with 19 performances in Germany, Luxembourg, and The Netherlands.

ELLINGTON AT CHRISTMAS DECEMBER 7-8, 2013

A special holiday event, Ellington at Christmas included excerpts from Ellington/Strayhorn's *The Nutcracker Suite* and Ellington's *Sacred Music Concerts*. Led by conductor and musical director David Berger and his Jazz Orchestra, Ellington at Christmas featured performances by Lizz Wright, Priscilla Baskerville, and the Abyssinian Baptist Choir in addition to Savion Glover and Dance Theatre of Harlem students. The Apollo offered two sold-out Mainstage performances on December 7th and a December 8th performance at NJPAC.



HARLEM JAZZ SHRINES FESTIVAL MAY 4-10, 2014

The 4th annual Festival, presented in partnership with the Harlem Stage and Jazzmobile and in collaboration with Columbia University, showcased 72 new and established artists at famed Uptown venues. The centerpiece Apollo Mainstage concert featured the world premiere of Arturo O'Farrill's *Afro Latin Jazz Suite* performed by Mr. O'Farrill and the Afro Latin Jazz Orchestra. Other Apollo events included Lakecia Benjamin and Waterseed at Music Café, a week of Late-Night Jazz at Showman's Lounge, and interactive children's concerts by Bobby Sanabria.

APOLLO CLUB HARLEM FEBRUARY 20-23, 2014

Featuring veteran director, choreographer, and host, Maurice Hines; vocalists Margot B (Boardwalk Empire) and Kevin Mahogany; dancers the Manzari brothers, The Wondertwins, and a chorus of Red Hot Steppers; and Musical Director David Berger with his 16-piece Jazz Orchestra, Apollo Club Harlem returned to the historic Mainstage in 2014 for five performances. With costumes by Emilio Sosa and lighting and set design by Burke Wilmore, this fast-paced musical revue transformed the Apollo into an exclusive nightclub showcasing the Apollo's glorious musical history.



OTHER SEASON EVENTS

SALON SERIES APRIL 8-19, 2014

British hip hop choreographer and performer Jonzi D, last seen at the Apollo in the June 2013 Breakin' Convention NYC festival, led a two-week residency to develop *BLOC Party: Jonzi D's Freestyle Project*, an immersive, interactive dance theater experience capturing the energy and spontaneity of NYC freestyle culture. Saxophonist and MC Soweto Kinch was joined by James "Cricket" Colter; Sawandi Wilson; Honomi Kuwana; Inyoung "Dassy" Lee; and Ryota "Riceball" Yamasaki for three Soundstage performances.

UNSPEAKABLE NOVEMBER 1-3, 2013

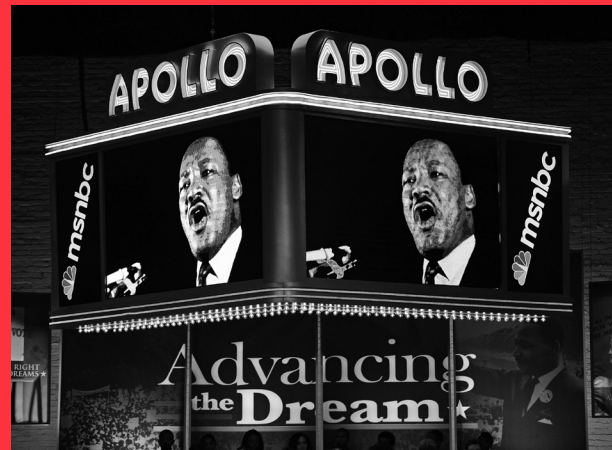
Conceived and directed by Rod Gales OBC and written by Rod Gales OBC and James Murray Jackson, Jr., *Unspeakable: A dramatic fantasia* presented by Creative Mind Entertainment, OBC Dream Theatre and the Apollo Theater in association with Seattle Theatre Group, explored the tragic genius of comedian Richard Pryor. Featuring Michelle Wilson, Adam Couperthwaite, Benja Kay Thomas, Alvin Keith, Margot White, and James Murray Jackson, Jr., this developmental showcase included five performances on the Apollo Soundstage.

CONCERTS AND MEDIA EVENTS

The Apollo's robust rental program brings A-list artists, performing arts, and entertainment events to the Theater enhancing the Apollo's vibrant year-round season. This year, the Theater welcomed artists Janelle Monae, Pharrell Williams, Metallica, Lykke Li, and Sam Smith for sold-out concerts; televised events included BET's *Apollo Live*, MSNBC's *Advancing the Dream Live from the Apollo*, HBO's screening of *Whoopi Goldberg Presents Moms Mabley*, and Spike TV's *One Night Only: An All Star Tribute to Don Rickles*. These events kept the Apollo Theater before a national audience and continued its legacy as a leader in American popular culture.

APOLLO LIVE/SAM SMITH/THE
BESSIE AWARDS/JANELLE MONAE/
PRESERVATION HALL JAZZ BAND/
GARY CLARK, JR./BIRMINGHAM
1963: THE MOVEMENT THAT
CHANGED THE WORLD/SINBAD/
NYC BEATLES 50/ONE NIGHT
ONLY: AN ALL STAR TRIBUTE TO
DON RICKLES/WHOOPI GOLDBERG
PRESENTS MOMS MABLEY/
LYKKE LI/PHARRELL WILLIAMS/
METALLICA/BLACK NATIVITY

COMMUNITY



ADVANCING THE DREAM: LIVE FROM THE APOLLO SEPTEMBER 6, 2013

This live, star-studded, two-hour MSNBC television event included discussions with a diverse group of successful individuals including Stevie Wonder, Magic Johnson, Condoleezza Rice, Tyler Perry, Lisa Price, Sallie Krawcheck, Cory Booker, and Ron Blaylock. "Advancing the Dream" is an initiative led by Reverend Al Sharpton to highlight efforts in communities across America to expand fairness, equality and opportunity. In front of a live audience from the Harlem community, Reverend Sharpton and his guests remembered the struggles of the past, celebrated current achievements and looked forward to the challenges ahead.

HOLIDAYS AT THE APOLLO NOVEMBER AND DECEMBER, 2013

This month-long celebration of holiday traditions and special programming included: Mainstage and school performances of Ballet Hispanico, Michael McDonald in concert, the Amateur Night Holiday Special featuring Apollo Stars of Tomorrow with Guest Artist Bow Wow, the Coca-Cola Winter Wonderland bringing the magic of the holiday season to Harlem under the Apollo's iconic marquee, and the annual Kwanzaa Celebration featuring Abdel R. Salaam's Forces of Nature Dance Theatre with host Imhotep Gary Byrd and special guests.



APOLLO UPTOWN HALL JANUARY 19, 2014

WNYC and the Apollo Theater presented a free, interactive event *Dreams for NYC Inspired by MLK* on the Apollo Mainstage. Co-hosted by Brian Lehrer and Faradai Chidaya. Panelists and presenters included Gadadhara Pandit Dasa, Nelson George, Dr. Christina Greer, Rev. Peter Heltzel, Rep. Hakeem Jeffries, Dr. Peniel Joseph, Dr. Khalil Gibran Muhammad, Dr. Pedro Noguera, Rev. Brandeis Raushenbush, Rev. Donna Schaper, Dr. Jan Willis, Melinda Weekes-Laidlow and Brett Ian Wright, with performances by Vernon Reid, Morley, and Gospel for Teens Choir.

OPEN HOUSE-AN APOLLO 80TH ANNIVERSARY CELEBRATION FEBRUARY 8-9, 2014

A celebration of African American History Month and the Apollo's 80th Anniversary, this free weekend threw open the Apollo's doors for two days of performances, talks, tours, and entertainment. Saturday, a showcase of past Amateur Night at the Apollo winners, performers from *Motown: the Musical*, RhythmandSoulRadio.com's DJs and band, and Apollo Tour Director and Ambassador Billy Mitchell engaged audiences. Sunday featured a family sing workshop with Imani Uzuri and a gospel concert by Apollo legend, Pastor Shirley Caesar.



EDUCATION

LIVE WIRE OCT 17 AND 24, 2013 / FEB 6, 2014 / MAY 5, 2014

Interactive discussions highlighting the Apollo's legacy and programs, Live Wires are recorded and podcast to extend their reach. October 2013 "James Brown Ultimate Roundtable" led by bassist Christian McBride and other James Brown "alumni" discussed the "hardest working man in show business" and "A Talk with Otis Sallid and the *Get on the Good Foot* Creative Team" was moderated by Baraka Sele. 2014 discussions included "Black Style on Stage" and "Harlem's Musical Legacy: Afro Latin Jazz".



SCHOOL DAY LIVE OCT 24, 2013 / NOV 22, 2013 / MAY 9, 2014

Extending the Apollo Experience to a new generation of theatergoers while supporting classroom learning and in-school work, School Day Live included three special Mainstage matinees for schools. *James Brown: Get on the Good Foot* kicked off the series in October, followed by Ballet Hispanico in November and the Bobby Sanabria Multiverse Big Band as part of the May 2014 Harlem Jazz Shrines Festival.

FAMILY SHOWTIME OCT 26, 2013 / APR 5, 2014 / MAY 10, 2014

These interactive performances provide children with an age-appropriate first experience of live performing arts programming. 2013-2014 shows included a Mainstage matinee performance of *James Brown: Get on the Good Foot*, a Soundstage performance by the Senegalese group Les Frères Guissé as part of the Africa Now! festival, and a Soundstage performance by Bobby Sanabria & Ascensión exploring the rich cultural and spiritual roots of Latin jazz as part of the Harlem Jazz Shrines Festival.

APOLLO THEATER ACADEMY

The Apollo Theater Academy offers programs to develop career and leadership skills in underserved youth through "behind the scenes" arts and entertainment professions. The Saturday Workshop Series provided 11 high school students with 10-week technical theater apprenticeships. The Internship Program offered 14 rising high school seniors paid internships in arts administration. Three Career Panels focused on Latin Music, Women in Production, and Songwriting, and In School Career Seminars at three NYC high schools, offered an interactive glimpse at career opportunities.



ORAL HISTORY PROJECT

The Apollo Oral History Project is an in-depth program where Harlem students transform local history into original theatrical and multimedia projects. The 2013-2014 program engaged 135 4th and 5th grade students from C.S. 154, as well as 31 11th and 12th graders from Wadleigh Secondary School for the Performing and Visual Arts. 5th grade students from C.S. 154 created and performed original theater pieces on the Apollo stage, while Wadleigh students produced a documentary short film "When Injustice Speaks".

SCHOOL TOURS

The Apollo's renowned Historic Tours program further expanded for the second year of Apollo School Tours. A series of tours designed specifically for student audiences, School Tours focus on a variety of topics and choices include: "Apollo Highlights Tour", "The Music of the Apollo", "Apollo Scavenger Hunt", "The Apollo and the Harlem Renaissance", and "The Apollo and Harlem: The Evolution of a Community". Nearly 1400 students and teachers participated in School Tours during the 2013-2014 season.

CELEBRATIONS

APOLLO IN THE HAMPTONS AUGUST 24, 2013

The annual Apollo in the Hamptons gala “A Night of Legends” hosted by Apollo Vice Chairman Ronald O. Perelman at his East Hampton home raised \$2.5 million to support the Apollo’s diverse programs. Dick Parsons, Robert Kraft, Jon Bon Jovi and Ronald Perelman were the evening’s Chairs. Guests including Mary J. Blige, Governor Andrew Cuomo, Ellen DeGeneres, Jamie Foxx and Colin Powell enjoyed an intimate concert featuring Lenny Kravitz, Pharrell Williams, The Roots, and Darlene Love.



DINING WITH THE DIVAS FEBRUARY 14, 2014

Not even the biggest storm of the winter kept some of the country’s most powerful, accomplished, and influential women away from the annual Dining with the Divas luncheon. Held on the Theater’s legendary stage, this fundraiser celebrated the exceptional achievements of women in the arts, business, media and philanthropy. The Divas luncheon contributed more than \$260,000 in support of the Theater’s meaningful education and community programs.



APOLLO 80TH BIRTHDAY CELEBRATION JUNE 10, 2014

The Apollo Theater celebrated its 80th birthday with a star-studded Spring Gala highlighting its eight decade contribution to American popular culture. Board Chair Dick Parsons was honored for his remarkable service to the institution. BNY Mellon received the Corporate Award and Gerald Hassell, Chairman and CEO, accepted on their behalf. Business, media, and entertainment leaders came together for this special evening, which raised \$2.3 million for the Apollo’s performing arts, education, and community programs.



21ST CENTURY APOLLO CAMPAIGN

January 29, 2014, the 80th Anniversary of Amateur Night, Dick Parsons, Chairman of the Apollo Theater’s Board of Directors publicly announced the 21st Century Apollo Campaign—a 4 year initiative raising \$20 million to ensure that the Apollo remains one of the nation’s most enduring and dynamic cultural institutions.

Mr. Parsons explained, “We all know that the Apollo Theater is a national treasure and a place that has fostered incredible creativity and innovation for the past eight decades—providing a platform for the development of innovative musical genres and launching legends that have shaped American culture. As we celebrate our history it is important that we look to the future and to building the next generation of great artists. The 21st Century Apollo Campaign, which has raised more than \$10 million to date, is helping us to grow new programming initiatives that support diverse, emerging artists, deepen our commitment to the Harlem community by expanding our education and community programs, and expand our reach by sharing our presentations with audiences around the globe.” This season, funds from the Campaign have supported the creation of Apollo Club Harlem and *Get on the Good Foot*.

Leadership support for the Campaign has been provided by the Apollo’s Board of Directors, Ford Foundation, Upper Manhattan Empowerment Zone, Citi, Time Warner Inc. and many generous donors.



“Some say
the Apollo
is historical
but for me,
it’s a game-
changer.”

PHARRELL

FINANCIAL OVERVIEW

The 2013-2014 80th Anniversary season was a year of significant growth for the Apollo and the Theater ended its fiscal year on June 30 with a healthy surplus. The Apollo's income grew by 16% over the prior year. This reflects a significant increase in activity in the theater and around the country as two Apollo productions - *Get on the Good Foot* and *Ellington at Christmas* - toured to several cities in the US.

Ticket sale revenue for Apollo performances exceeded the previous fiscal year by 18% and rental income increased 29% over the prior year. Other income exceeded the prior year by 149% and reflects the income we received from touring commissions as well as increases in food services and a doubling of sales in our lobby store. Overall, we had a 32% increase in earned revenue over the prior year.

Contributed income is higher than ever before, with total fundraising exceeding the aggressive targets of the prior year by 7%. This increase was especially driven by the tremendous success of the Apollo 80th Birthday Celebration and Apollo in the Hamptons.

Total expense for the year increased by 14% and reflects the increase in activity on the stage and in our programming, particularly due to an increase in the number of performances, the touring presentations, and rental events.

The Financial information presented below is derived from the Apollo's audited financial statements and summarizes the activity of the last fiscal year.

Jacques Brunswick, *Chief Operating Officer*

2014

118 PERFORMANCES
102,500 PATRONS
11,200 HISTORIC TOURS
6,800 STUDENTS
120,500 TOTAL THEATER AUDIENCE

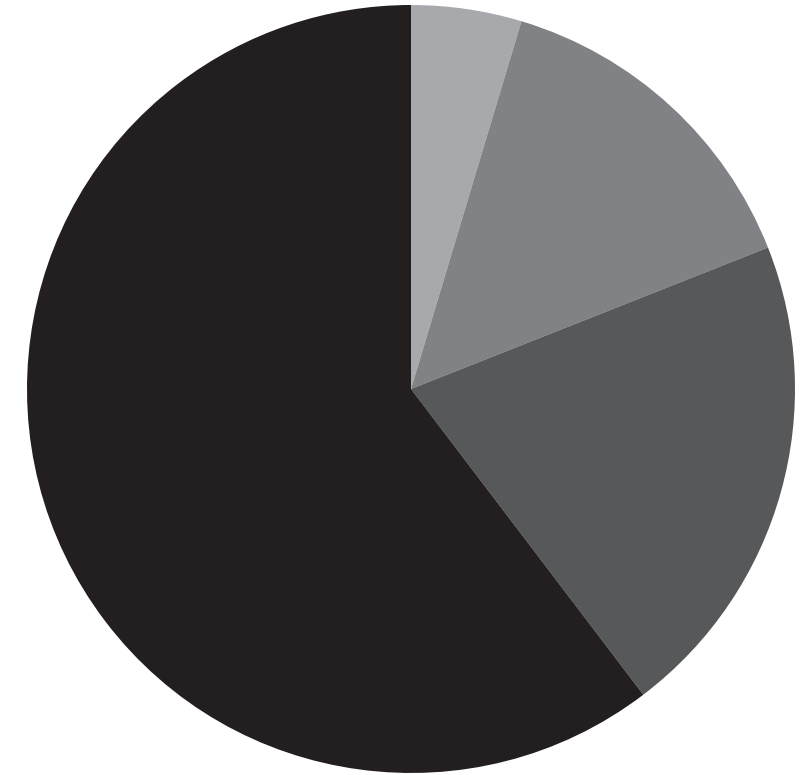
OPERATING INCOME

60%
 CONTRIBUTORS AND GRANTS

21%
 FACILITY RENTAL INCOME

14%
 ADMISSIONS INCOME

5%
 OTHER INCOME



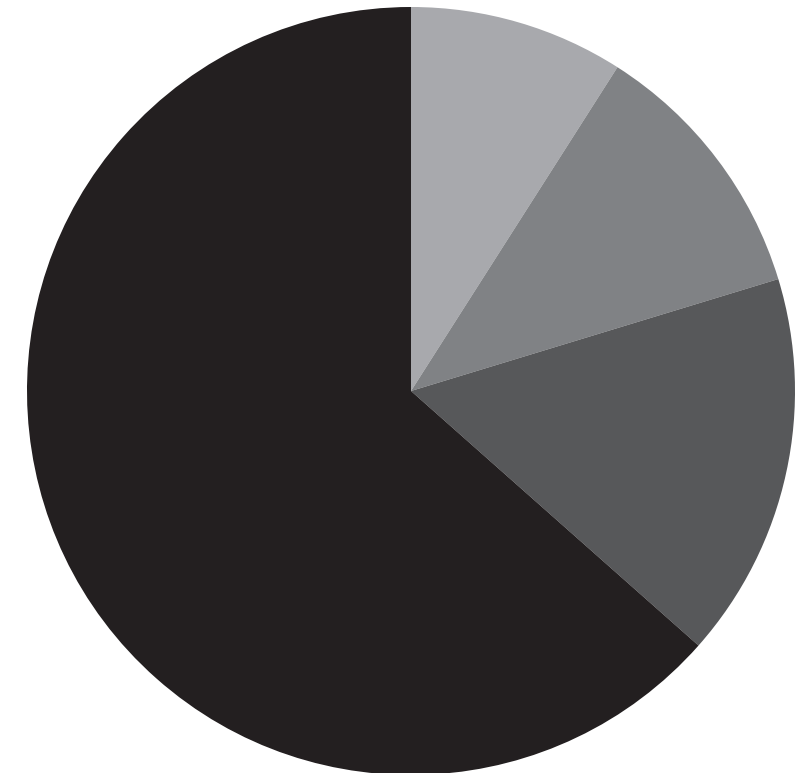
OPERATING EXPENSE

64%
 PERFORMING ARTS AND ENTERTAINMENT

16%
 EDUCATION AND COMMUNITY

11%
 FUNDRAISING

9%
 MANAGEMENT AND GENERAL



STATEMENT OF OPERATING ACTIVITY

	2014	2013
Support and Revenue		
Admissions	\$1,944,041	\$1,640,632
Facility Rental Income	\$2,798,290	\$2,165,199
Other Income	\$629,037	\$252,751
	<u>\$5,371,368</u>	<u>\$4,058,582</u>
Contributions and Grants	\$8,172,959	\$7,630,910
	<u>\$13,544,327</u>	<u>\$11,689,492</u>
Expense		
Program Services		
Arts and Entertainment	\$8,470,670	\$7,224,805
Educational and Outreach	\$2,167,843	\$1,952,735
Total Program Services	<u>\$10,638,513</u>	<u>\$9,177,540</u>
Supporting Services		
Management & General	\$1,205,894	\$1,091,658
Fundraising	\$1,502,408	\$1,395,664
Total Supporting Services	<u>\$2,708,302</u>	<u>\$2,487,322</u>
	<u>\$13,346,815</u>	<u>\$11,664,862</u>
Increase (decrease in Net Assets Before Items Below)	\$197,512	\$24,630
Transfers for property and equipment purchases	(\$146,568)	
	<u>\$50,944</u>	<u>\$24,630</u>
Increase (decrease) in net assets	<u>\$50,944</u>	<u>\$24,630</u>
Net Assets, beginning of year	<u>\$1,807,875</u>	<u>\$1,783,245</u>
Net Assets, End of Year	<u>\$1,858,819</u>	<u>\$1,807,875</u>

STATEMENT OF FINANCIAL POSITION

	2014	2013
Assets		
Cash and Cash Equivalents	\$1,156,954	\$1,779,546
Cash - restricted for capital expenditures	\$4,434	\$169,651
Accounts Receivable	\$183,672	\$123,053
Unconditional Promises to Give	\$5,079,370	\$5,030,747
Other Current Assets	\$194,493	\$232,941
Property and Equipment	\$41,884,289	\$42,795,628
Portraits	<u>\$577,538</u>	<u>\$577,538</u>
	<u>\$49,080,750</u>	<u>\$50,709,104</u>
Total Assets		
Liabilities and Net Assets		
Liabilities		
Accounts Payable and accrued expenses	\$1,136,024	\$1,048,076
Deferred Revenue	\$214,529	\$172,352
Loans Payable	\$517,382	\$728,551
Total Liabilities	<u>\$1,867,935</u>	<u>\$1,948,979</u>
Commitments and Contingencies		
Net Assets		
Unrestricted		
Operating	\$1,858,819	\$1,807,875
Designated reserves	\$2,100,000	\$3,818,000
Property and equipment	\$53,531,377	\$50,645,292
Controlling interest in equity of subsidiaries	(\$13,462,770)	(\$9,927,770)
	<u>\$44,027,426</u>	<u>\$46,343,397</u>
Noncontrolling interest in equity of Apollo Theater Lessor, LLC		
Total Unrestricted	<u>\$44,445,373</u>	<u>\$47,154,122</u>
Temporarily restricted		
Operating	\$2,717,442	\$1,556,003
Permanently restricted	\$50,000	\$50,000
Total Net Assets	<u>\$47,212,815</u>	<u>\$48,760,125</u>
	<u>\$49,080,750</u>	<u>\$50,709,104</u>
Total Liabilities and Net Assets		

APOLLO THEATER BOARD OF DIRECTORS

Richard D. Parsons,
Chairman

Alfred C. Liggins, III,
Vice Chairman

Ronald O. Perelman,
Vice Chairman

JoAnn Price,
Treasurer

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Earl W. Stafford
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Bronson van Wyck
Vaughn C. Williams, Esq.
Willie E. Woods
Brett Ian Wright
Patricia Miller Zollar

(As of June 30, 2014)

APOLLO THEATER STAFF

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Jonelle Procope,
President & Chief Executive Officer

Mikki Shepard,
Executive Producer

Jacques Brunswick,
Chief Operating Officer

Randi Honig,
Project Manager

Deborah Johnson,
Executive Assistant to the President & CEO

Dwight Jordan,
Project Manager to the Executive Producer

Performing Arts Programs

Laura Greer,
Associate Producer

Jamilla Deria,
Program Director

Charisse Williams,
Program Manager

William Furio,
Program Associate

Marion J. Caffey,
Amateur Night Producer

Kathy Jordan Sharpton,
Amateur Night Coordinator & Hospitality

Education & Community Programs

Shirley Taylor,
Director of Education

Debbie Ardemento,
Education Manager, School Programs

Jason Steer,
Education Manager, Apollo Theater Academy

Princess Belton,
Education Associate

Jackie Ackeifi,
Education Associate

Billy Mitchell,
Tour Director and Apollo Ambassador

L. Adé Williams,
Community Programs Manager

Marketing & Communications

Rick Thompson,
Senior Director of Marketing

Nina Flowers,
Director of Public Relations & Communications

Khalilah Elliott,
Marketing Director

Courtenay Moore,
Customer Relations Manager

Cynthia Tate,
Public Relations Manager

Chanee Holmes,
Marketing Assistant

Angilique Coleman,
Marketing Administrator

Keshave Sattaur,
Box Office Treasurer

Kevin Dozier,
Box Office Assistant Treasurer

Marketing & Communications Consultants

Dexter Upshaw,
Digital Media Producer

Kersten Stevens,
Digital Media Correspondent

Walker International,
Audience Development Consultant

Development

Donna Lieberman,
Senior Director of Development

Wendy Neikirk Rhodes,
Director of Institutional Relations & Campaign

Jodi Doherty,
Director of Special Events

Travis Fraser,
Director of Major Gifts & Individual Giving

Ali Scott,
Manager of Special Events

Jumi Falusi,
Manager of Institutional Relations

Kiara Tinch,
Development Assistant

Finance

Michele Pagnotta,
Senior Director of Finance

Dan Nascimento,
Accounting Manager

Carlos Rivera,
Accounting Associate

Victoria Ellerbe,
Accounting & Human Resources Assistant

Information Technology

Lewis Bent,
Director of Information Technology

Carlos Tejada,
Help Desk Technician

General Management

Joe Levy,
General Manager

Rick Gonzalez,
Director of Theater Operations

Diane Dispo,
Event Administrator

Johanie Olivero,
General Management Assistant

Shenequa Brown,
Office & Gift Shop Manager

Production

Steven Jones,
Director of Production and Touring

Ingrid Matias,
Assistant to the Director of Production and Touring

Joe Gray,
Head Carpenter

Kevin Dessisso,
Head Electrician

Ollie Cotton,
Head Audio

Kevin Nesbitt,
Head Props

Theater Operations

Dennis Walls,
Director of Facilities

Walter Steele,
Security Manager

Kim Smith and Edward White,
Security Supervisors

Leslie Brandt,
Maintenance Manager

Fanny Aucacama, Carmen Encarnacion, and Micaela Rivera,
Housekeepers

(As of June 30, 2014)

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