

APOLLO

# 50 YEARS

ANNUAL  
REPORT



**APOLLO LEADERSHIP** pg. 3

**APOLLO OPERA** pg. 4

**APOLLO GLOBAL FESTIVAL** pg. 6

**APOLLO DANCE & THEATER** pg. 8

**APOLLO MUSIC** pg. 10

**APOLLO SIGNATURE** pg. 12

**APOLLO COMMUNITY** pg. 14

**APOLLO EDUCATION** pg. 16

**APOLLO CELEBRATIONS** pg. 18

**APOLLO FINANCIALS** pg. 20

**APOLLO PEOPLE** pg. 24

**APOLLO SUPPORTERS** pg. 25-27

**JOIN THE APOLLO** pg. 28

# APOLLO 2015-2016

“A thousand audience members sitting in New York City’s historic Apollo Theater saw [Cornel West] recite passionate poetry over the discordant blaring of a jazz band, dance to an ebullient funk groove and even sing a bluesy hymn.”

SALON

## FROM THE CHAIRMAN AND PRESIDENT & CEO

We are so proud to share highlights of our landmark 2015-2016 season. With Dance, Jazz, Opera, Theater, Comedy, Uptown Hall, School and Family Programs, the Apollo’s 2015-16 season welcomed arts aficionados, tourists, and native New Yorkers alike, and truly had something for everyone. This season we engaged a record high 205,000 people through more than 500 performances and programs and featured more than 1,000 professional and amateur artists. We also continued our strong commitment to nurturing artistic innovation and new works with four world premieres and one New York premiere and developmental residencies for three new artistic projects. From presenting our first opera *Charlie Parker’s Yardbird* to launching a new Comedy Club to producing our Breakin’ Convention Global Festival to the world premiere of the new holiday musical *The First Noel* to a host of other engaging performances and events, the Apollo Theater’s 83rd season encompassed a wide variety of artistic disciplines and reflected many cultures of the African diaspora.

The Apollo is deeply committed to our community and to cultivating the next generation of artists and audiences. Apollo Education and Community Programs directly impacted more than 18,000 school children, families, community organizations, and educators during the 2015-2016 season with programs that provided access to the arts, fostered dialogue around important issues in our community, promoted a greater understanding of behind the scenes careers in the arts, and reflected the African American legacy and American culture.

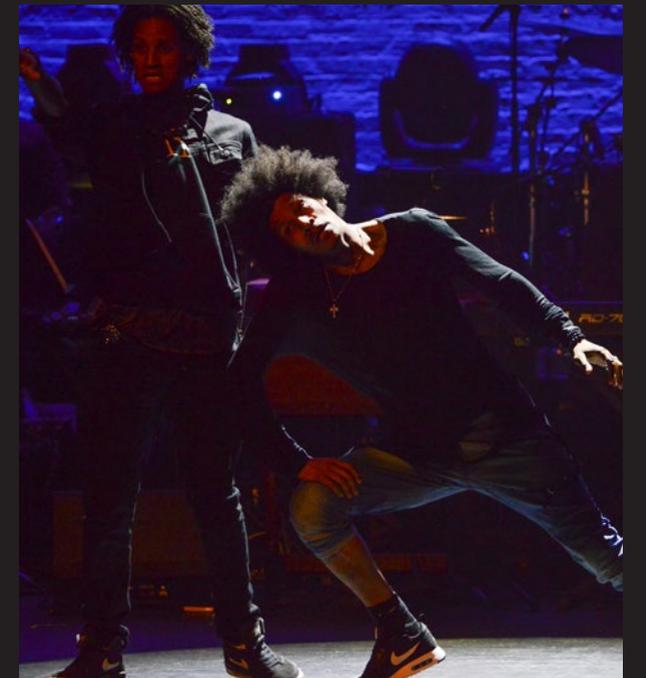
As we reflect on this season, I want to especially thank our Board of Directors for their strategic leadership, our staff for their tireless work, our artists for their creativity and innovation, and our donors for their sustained generosity. The accomplishments outlined in this report would not be possible without your efforts.

Thank you,

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

“[Watching Les Twins at the Apollo] many in the audience screamed throughout their act in a way my generation chiefly associates with the live performances of the Beatles!”

ALASTAIR MACAULAY, THE NEW YORK TIMES



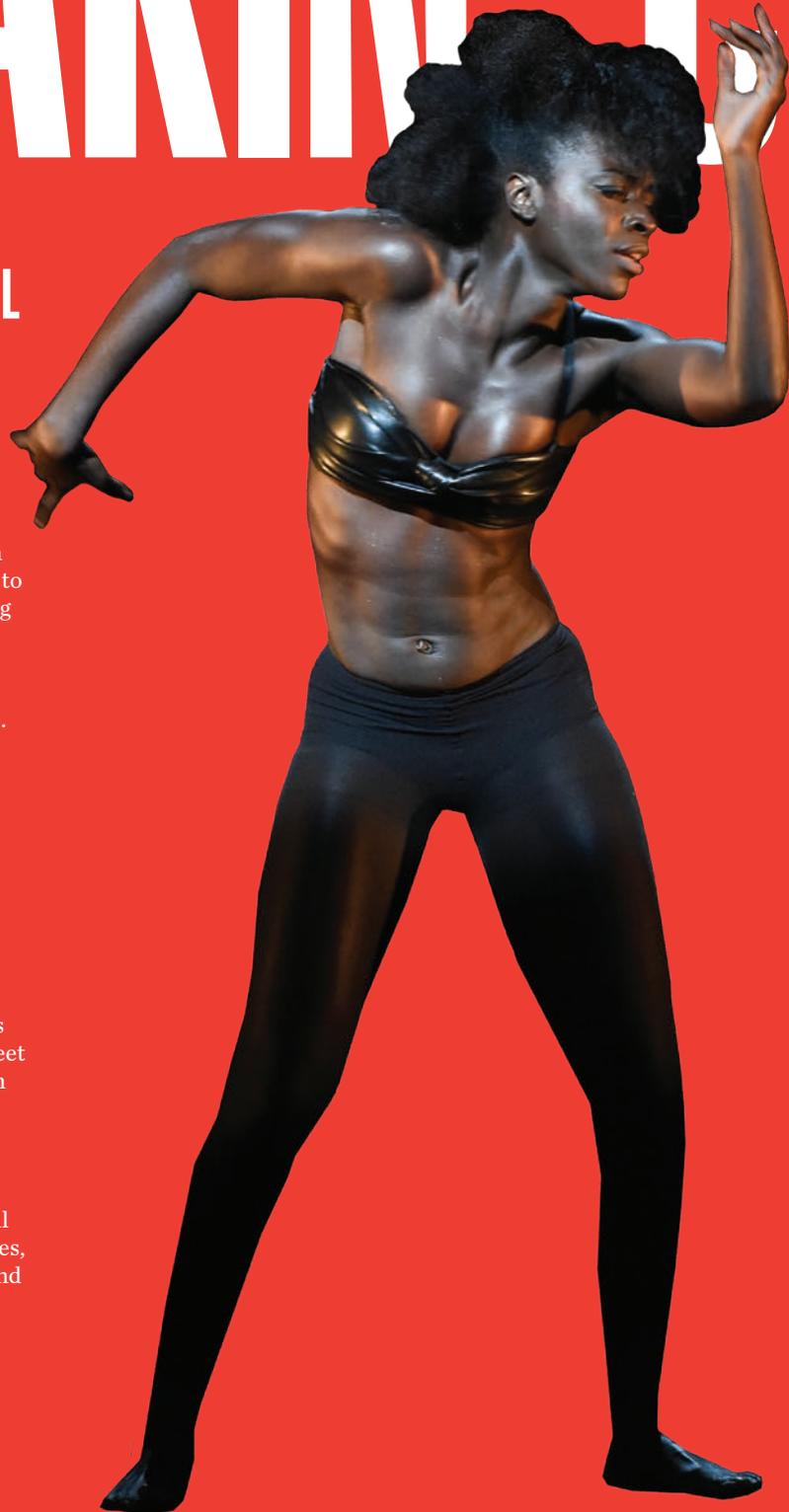


NEW YORK PREMIERE  
**CHARLIE PARKER'S YARDBIRD**  
 A CO-PRODUCTION OF THE APOLLO THEATER  
 AND OPERA PHILADELPHIA  
 APRIL 1-3, 2016

In a groundbreaking new partnership, the Apollo Theater and Opera Philadelphia came together to produce the New York Premiere of *Charlie Parker's Yardbird*. Composed by Daniel Schnyder with a libretto by Bridgette A. Wimberly, *Charlie Parker's Yardbird* is set in the famed New York City jazz club Birdland, and offers a free-form expedition into the mind, heart, and personal purgatory of the bebop great. In addition to being the New York premiere of this new opera, *Charlie Parker's Yardbird* was an especially historic moment for the Apollo Theater as it marked the Apollo's first presentation of opera. The cast featured world-renowned opera superstars including Lawrence Brownlee, Angela Brown, and Will Liverman and was the first production in New York City by Opera Philadelphia. The Apollo Theater-Opera Philadelphia partnership featured two Mainstage performances as well as a host of free community engagement and audience development activities including a dress rehearsal for students and Harlem residents, an educational bus tour of Charlie Parker's Harlem, and a Charlie Parker symposia in partnership with the Schomburg Center for Research in Black Culture.

# APOLLO OPERA

# BREAKIN' CONVENTION



**A SADLER'S WELLS LONDON PROJECT  
AN INTERNATIONAL FESTIVAL  
OF HIP HOP DANCE THEATRE  
CURATED AND HOSTED BY JONZI D  
SPECIAL GUEST HOST GRANDMASTER CAZ  
OCTOBER 16-18, 2015**

In a dynamic encore to the 2013 Apollo *Breakin' Convention*, the Apollo Theater again partnered with Sadler's Wells, the world's largest producer of dance, to present this hip hop dance theatre festival welcoming artists from around the world. Curated and hosted by Sadler's Wells Associate Artist Jonzi D, *Breakin' Convention* was an Apollo Theater biennial Global Festival and featured some of the best New York, U.S. and international poppers, lockers, house dancers, b-boy and b-girls.

Featured performers included Les Twins (France), Ukweli Roach/Birdgang Dance (UK), Compagnie Phorm (France/Argentina), and a new work, 100NAKEDLOCKS, by acclaimed choreographer Rennie Harris Puremovement Dance Company and Brooklyn-based Next Level 2. *Breakin' Convention* performances also included special appearances by the Legendary Twins and performances by local acts including Tito Locker from Soulsations!, Ahjani, Street Justice Crew, Rep Your Style, and Klassic Havoc with music by DJ Boogie Blind and DJ Precision.

Festival activities included performances on the Apollo's legendary Mainstage, intimate Soundstage and under the iconic marquee on 125th Street, as well as masterclasses, panel discussions, free dance parties, a cypher lounge, film screenings, activities for kids and families, and live graffiti art.



“These identical twins from France — Laurent and Larry Bourgeois offstage — wasted no time on Friday in showing why they were famous. With blasting energy, they displayed electrifying footwork, daredevil plunges, staggering contrasts of dynamics, terrific synchronicity, marvelous control within slowness, as well as speed.”

THE NEW YORK TIMES

## SOMI - DREAMING ZENZILE

APOLLO SALON SERIES  
APRIL 18-23, 2016

The Apollo Salon Series includes productions that nurture innovative new work and combine a variety of musical forms with other disciplines, including spoken word, poetry, dance, and theater. Artists receive one week of workshop and rehearsal time and present two performances with an artist talk-back Q&A on the Apollo Soundstage, the Apollo's black-box performance space. *Dreaming Zenzile* (a work-in-progress) is a modern jazz opera based on the extraordinary life of South African singer and political activist Miriam Makeba. Performed and written by vocalist and songwriter Somi, it features reinterpretations of Makeba's popular repertoire through the modern jazz idiom as well as original songs reflecting on Makeba's life journey.

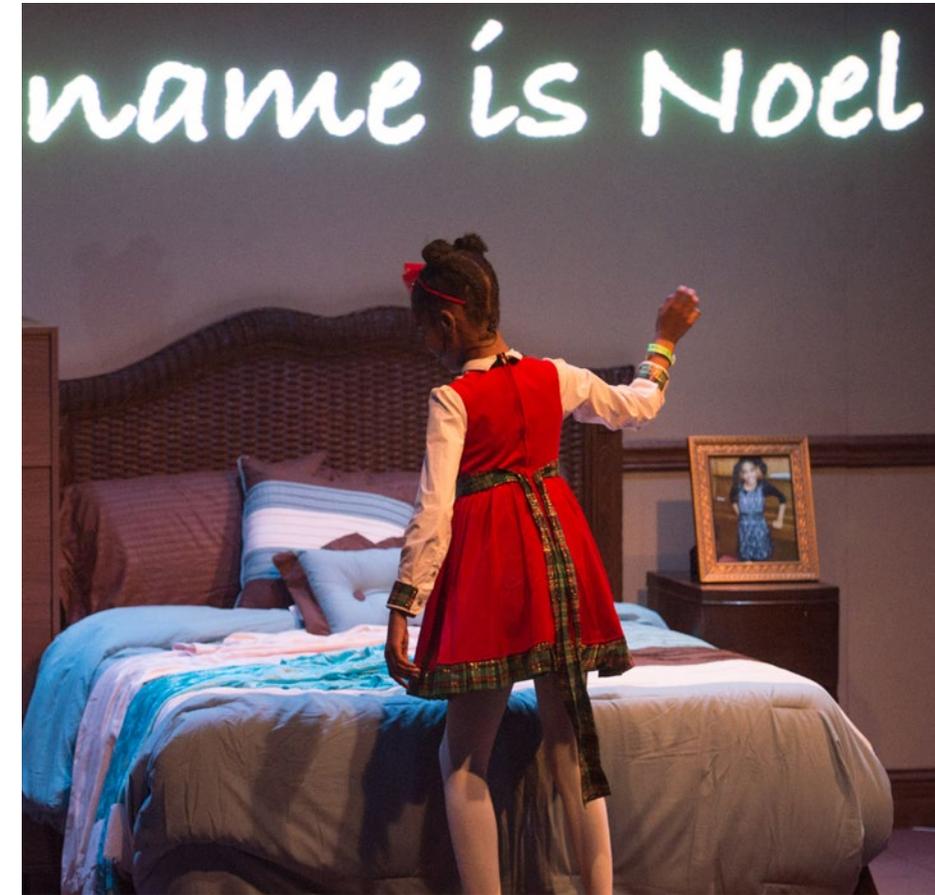


WORLD PREMIERE  
**BALLET HISPANICO**  
**IF WALLS COULD SPEAK**  
CO-COMMISSIONED BY THE APOLLO THEATER  
NOVEMBER 19-21, 2015

Dance at the Apollo continued with the return of Ballet Hispanico, in their 5th year at the Apollo, for four performances -- a School Day Live performance and a special En Familia performance as well as the two evening Mainstage performances. This year's engagement featured the world premiere commission of a new work by Brazilian choreographer Fernando Melo *If These Walls Could Speak*, as well as pieces from the Ballet Hispanico repertory.

WORLD PREMIERE  
**THE FIRST NOEL**  
IN PARTNERSHIP WITH CLASSICAL  
THEATRE OF HARLEM  
DECEMBER 13-31, 2015

These debut performances by Classical Theatre of Harlem at the Apollo Theater of the world premiere musical *The First Noel* marked an especially important moment as the first multi-week run of an Apollo presentation. Running for 20 performances on the Apollo Soundstage this festive, Harlem-based holiday musical with book and lyrics by Lelund Durond Thompson, music & lyrics by Jason Michael Webb, and directed by Steven H. Broadnax, III proved to be an instant holiday classic and will return in December 2016 on the Apollo Mainstage.



## URBAN BUSH WOMEN - SCAT!

APOLLO SALON SERIES  
APRIL 25 — MAY 1, 2016

The fourth in a migration series created by UBW's founding artistic director, Jawole Willa Jo Zollar, *Scat!* is set in a fictional, Kansas City jazz club, and is being developed as a site responsive, immersive and participatory work fusing music, dance, theater, and media elements. "Scat!" is performed by seven UBW dancers with an additional singer and a four-piece band. The work reflects Zollar's own family migration story, her past works, and research regarding the Great Migration, as well as inspiration from *The Warmth of Other Suns* by Isabel Wilkerson.

# APOLLO

# DANCE

# THEATER

"This good-looking, high-energy show is packed with vocal talent and propelled by a terrific five piece band"

THE NEW YORK TIMES

## IRVIN MAYFIELD AND THE NEW ORLEANS JAZZ ORCHESTRA

WITH SPECIAL GUEST ARTIST DEE DEE BRIDGEWATER  
OCTOBER 30-31, 2015

GRAMMY® and Billboard Award-winning artist, Irvin Mayfield returned to the Apollo with the New Orleans Jazz Orchestra and the incomparable vocalist Dee Dee Bridgewater. The weekend began with a special School Day Live performance and continued with an Apollo Music Café, “Irvin Mayfield’s Jazz Playhouse,” featuring jam-inspired sets with guest artists including some of today’s best, young female jazz vocalists Jazzmeia Horn, Camille Thurman, and Glorious, curated by Dee Dee Bridgewater. On October 31st there was a Family Workshop making masks and instruments, the evening masquerade-themed concert and premiere of the new album, *Dee Dee’s Feathers* on the Apollo Mainstage, and an Apollo Music Café dance party featuring New Orleans’ own Brass-A-Holics, a young and innovative Gogo brass funk band.



## JE SUIS SOUL!

A SALUTE TO FRENCH AND AFRICAN JAZZ AND SOUL  
A CELEBRATION OF THE 35TH ANNIVERSARY OF THE  
JAZZ À VIENNE FESTIVAL  
DECEMBER 4-5, 2015

The Apollo Theater and Jazz à Vienne partnership began in the summer of 2014 with Apollo artists performing at the noted Jazz à Vienne Festival in Vienne, France. The partnership continued in 2015 with French artists coming to the Apollo. Featured artists included legendary Cameroon saxophonist, Manu Dibango, best known for his hit “Soul Makossa”, French soul superstar Ben l’Oncle performing with San Francisco’s foremost retro-soul group Monophonics, and the Grammy-nominated duo Les Nubians whose unique mix of neo-soul, hip-hop and African music is epitomized in their most recent hit, *Nü Revolution*. Je Suis Soul! also included two Music Cafes with French artists and a family event at The French Institute Alliance Française (FIAF).



## AFRICA NOW!

PRESENTED IN PARTNERSHIP WITH  
WORLD MUSIC INSTITUTE  
MARCH 26, 2016

This annual concert, is a highlight of the Apollo season and celebrates the best of today’s African music scene. This year’s concert was a musical excursion from desert blues of Niger to the tantalizing sounds of Zimbabwe’s Tonga music to the experimental fusion of electronica and neo-soul by a Ghanaian rising star, showcasing both the origins of African music and its extensions into today’s global pop culture. The concert was hosted by Sahr Ngaujah and featured the exciting Tuareg guitarist Bombino, Ghanaian singer-songwriter Jojo Abot whose music is an experimental blend of electronica, afrobeat, jazz, neo-soul, house and reggae, the East African retro pop trio AlSarah and the Nubatones and the US premiere of the Afro-Tonga fusion group Mokooomba. Louis Armstrong was fêted November 8 during the New Orleans Jazz Weekend, complete with a Second Line Parade on 125th Street, and Billie Holiday was honored on April 6 in an event featuring Two-Time GRAMMY Award winning Jazz vocalist Cassandra Wilson.

## WORLD PREMIERE JAZZ & SPIRIT

ARTURO O’FARRILL & THE AFRO LATIN JAZZ ORCHESTRA  
WITH SPECIAL GUEST DR. CORNEL WEST  
MAY 21, 2016

GRAMMY® Award-winning composer Arturo O’Farrill and the Afro Latin Jazz Orchestra returned to the Apollo for an exploration of the deep connection between jazz and spiritual traditions in this first segment of a new multi-year Apollo series. The concert featured two works from O’Farrill, *A Still Small Voice*, performed by a 40-voice choir, and the World-Premiere commission of *The Cornel West Concerto* which featured the virtuosic speaker, scholar and activist Dr. Cornel West accompanied by the Afro Latin Jazz Orchestra in a work steeped in the faith and oratory of great preachers, the style and improvisatory genius of Jazz, and a clarion call for social justice.



“O’Farrill filled the Apollo with a big band sound so potent, at times it seemed as if the walls would be unable to contain it”

THE ROOT, JAZZ AND SPIRIT

# APOLLO MUSIC





## APOLLO MUSIC CAFE

OCTOBER 2, 2015 - JUNE 4, 2016 | 18 PERFORMANCES

The Apollo Music Café series is designed to bring independent, cutting-edge artists to a forward-thinking audience. Featuring diverse performances across a myriad of genres this monthly series showcases artists drawn from the independent music scene who are destined to impact the way music is heard and experienced. This season's Music Café highlights included singer-songwriter Kimberley Nichole, future-soul band Mad Satta, singer-actor Mykal Kilgore, Jazz violinist Charisa, Congolese artist Rafiya, Puerto Rican soul songstress Calma Carmona, emerging Jazz artists from the Betty Carter Jazz Ahead program--in partnership with the John F. Kennedy Center for the Performing Arts, and Martin Luther McCoy--as part of the Blue Note Jazz Festival.

# APOLLO LATE NIGHTS

## APOLLO COMEDY CLUB

OCTOBER 1, 2015 - JUNE 2, 2016 | 9 SHOWS

The opening of the Apollo Comedy Club brought the Theater back to its comedic roots as it further expanded its robust programming offerings. Presented in partnership with the legendary Bob Sumner (producer of Def Comedy Jam, creator of LaffMobb on Aspire), the Apollo Comedy Club featured an evening of comedy on the Apollo's intimate Soundstage starring the best up and coming talent in comedy today. Comedy shows preceded the Theater's weekend music series, Apollo Music Café, extending the Theater's late night offerings and further establishing the Apollo as a late night destination and vibrant neighborhood lounge. Hosted by Smokey Suarez with music by DJ Qool Maarv each show featured a diverse line up of three comics.



## AMATEUR NIGHT

WEDNESDAYS | 40 WEEKS A YEAR

Amateur Night is the Apollo's signature talent competition. Since introducing the first Amateur Night contests in 1934, the Apollo and its notoriously "tough" audience has played a major role in cultivating artists and in the emergence of innovative musical genres including jazz, swing, bebop, R&B, gospel, blues, soul, and hip-hop. Ella Fitzgerald, Sarah Vaughan, Billie Holiday, Sammy Davis, Jr., James Brown, Gladys Knight, Luther Vandross, D'Angelo, Lauryn Hill, and countless others began their road to stardom on the Apollo's stage. This season, Amateur Night at the Apollo included themed nights like "Nothing But Soul," "Harlem Week," and the "Amateur Night Holiday Special," as well as Top Dog and Super Top Dog rounds leading up to the \$10,000 season grand prize Super Top Dog Winner, Burgandy.



# AMATEUR NIGHT AT THE APOLLO







## HARLEM HEALTHY SOUL FESTIVAL

SEPTEMBER 19, 2015 | SPONSORED BY COCA-COLA

The Apollo Theater presented its third annual Harlem Healthy Soul Festival focusing on family wellness. Inside the Apollo and all along the adjacent 126th Street was filled with live music, double dutch, health screenings, food demonstrations, fitness classes, healthy food vendors, zumba and line dancing classes, face painting, and instrument making. The New York Knicks, Knicks City Dancers, and US Tennis Association provided interactive activities for the whole family. DJ Big Tigger provided the in-house music and DJ Jess provided music under the Apollo marquee for this daylong event. Featured performers and speakers on the Apollo Mainstage were Dr. Jeff Gardere, Erica Campbell, Dr. John Palmer, Terrie Williams, and other health experts.



## APOLLO UPTOWN HALL

RACE & PRIVILEGE: EXPLORING MLK'S TWO AMERICAS  
A WNYC AND APOLLO THEATER PRESENTATION

JANUARY 17, 2016

The Apollo and WNYC again partnered for the annual Martin Luther King Day celebration, a special edition of the Apollo's Uptown Hall Series. WNYC's Brian Lehrer and Jami Floyd co-hosted this event featuring Pulitzer Prize-winning journalists Jose Antonio Vargas and Taylor Branch; Race Forward Executive Director Rinku Sen, and Color of Change Executive Director Rashad Robinson. The event also included a collaborative performance of "Blackbird, Fly" by composer Daniel Bernard Roumain (DBR) and spoken-word artist Marc Bamuthi Joseph, and a duet between DBR and internationally renowned Haitian singer Emeline Michel.

## BLACK HISTORY MONTH FREE OPEN HOUSE WEEKEND

FEBRUARY 5 - 6, 2016

Co-hosted by WLIB's Imhotep Gary Byrd, WBLS' Bob Slade, and the Apollo's Tour Director Billy Mitchell, Saturday offered a day of film and music presentations honoring legendary Apollo artists such as James Brown, Nina Simone, and Bob Marley who championed black pride and equality. On Sunday, the Apollo Theater, Firelight Media, Independent Lens, THIRTEEN, and PBS presented a free screening of *The Black Panthers: Vanguard of the Revolution*, the first feature-length documentary exploring the Black Panther Party. The screening was followed by a discussion moderated by WNET's Rafael Pi Roman between the film's director Stanley Nelson; former Black Panthers Kathleen Cleaver, Erika Huggins, and David Lemieux; journalist Jamilah Lemieux (Ebony); and activist Dante Barry. The event also included music by IMPACT Repertory Theatre Performance Company.



# APOLLO



## HOLIDAYS AT THE APOLLO

DECEMBER 2015

The Apollo's month-long celebration of holiday traditions and special programming included several events. The Coca-Cola Winter Wonderland on December 19, featured a variety of free holiday-themed activities under the iconic Apollo marquee: pictures with Santa; live musical performance; and a toy and book drive to benefit HCCI. The Amateur Night Holiday Special, also on December 19, had guest performances by TV and Broadway performer Corbin Bleu ("High School Musical" and "In the Heights") and Shanice Williams breakout star of NBC's "The Wiz Live!" as well as talented child dancers, musicians and singers from Amateur Night. The Apollo's popular annual Kwanzaa Celebration Regeneration Night featuring Abdel Salaam's Forces of Nature Dance Company returned on December 27 with guest performances by Raul Midón and Foday Musa Suso.

# COMMUNITY

# APOLLO EDUCATION

## SCHOOL DAY LIVE

School Day Live are special Apollo performances during the school day. *Meeting Dee Dee's Voice* was October 30 and starred virtuosic vocalist Dee Dee Bridgewater and members of NOJO in an exploration of Jazz, New Orleans, and the ability of the human voice. Ballet Hispanico offered two performances on November 19 by BHdos featuring Latin music, world-class choreographers, and cultures of Spain, Cuba, Puerto Rico and the Americas, and famous Latino icons such as Celia Cruz and Tito Puente. JazzReach offered the final School Day Live of the season on May 6 with *Stolen Moments: The First 100 Years of Jazz* tracing Jazz and history throughout the 20th century.



## LIVE WIRE

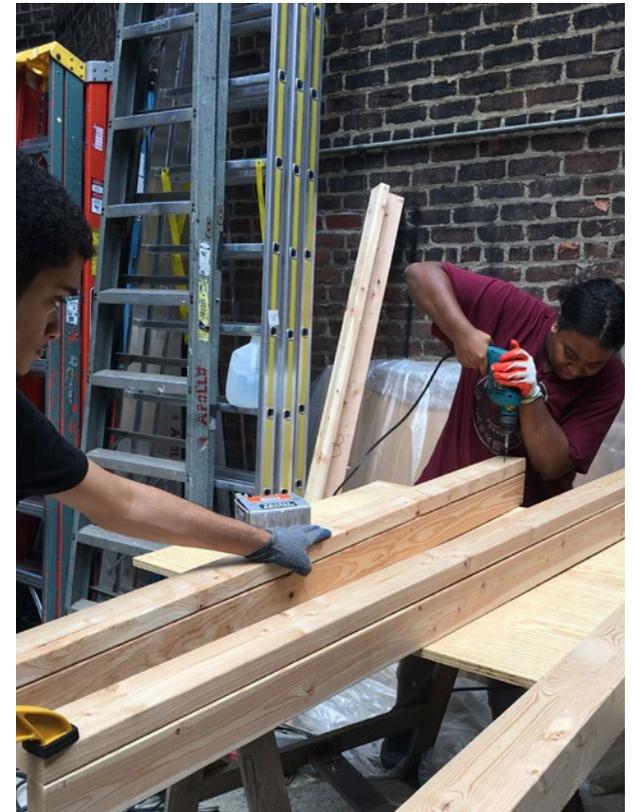
Live Wire Discussions are free conversations that focus on topics pertinent to the Apollo Theater's history and/or events that advance knowledge and appreciation of the Theater's role in shaping American arts and entertainment. The Live Wire discussion series was expanded during the 2015-2016 season to encompass six discussions from September -June: *Breakin' Convention: Hip Hop Dance Theater - How We Get Down Now*; *Mr. Dynamite: The Rise of James Brown, Film screening & discussion*; *Comedy at the Apollo*; *Mothers of Invention*; *Identifying & Signifying: Harlem's Queer Arts Legacy*; and *Bad/Dangerous/Invincible: Michael Jackson's Epic Years*.

## APOLLO THEATER ACADEMY

The Apollo Theater Academy is a multi-pronged program with seminars, workshops, internships, and events designed to increase knowledge of behind-the-scenes careers in the performing arts and entertainment fields. A cornerstone of the Apollo Theater Academy is the High School Internship Program which provided 25 high school seniors with six-eight week paid internships in technical theater or arts administration. More than 150 NYC high school students applied for the 25 Internships which provided each participant with a staff mentor, an opportunity for professional and personal development in non-performance related careers, and an insight into what takes place behind-the-scenes at the Apollo Theater throughout the year.

## TEEN TAKEOVER AND YOUNG PRODUCER'S CLUB

Created by participants in the High School Internship Program, Apollo Teen Takeover is a new program that celebrates art created by teens from across New York City providing a space for them to showcase their talents, express their creativity, mix n' mingle and collaborate with other young artists. Each intern cohort throughout the year had responsibility for different aspects of the event and their hard work culminated in the inaugural Apollo Teen Takeover on July 17, 2015. The popularity of the Teen Takeover program also led to the creation of the Young Producers Club, which allows intern alumni to stay involved at the Apollo through monthly meetings, mentoring, and participating in the Teen Takeover.



## IN-SCHOOL WORKSHOPS AND RESIDENCIES

Workshops and Residencies highlight the rich history of the Apollo and its connection to Harlem and African American culture, while providing engagement in music, dance, and theater. Nearly 2,500 students participated in more than 45 in-school workshops at 15 schools and 2 community organizations during the 2015-2016 school year. Highlights included extended residencies at: C.S.154 where 115 4th and 5th grade students participated in the Apollo Oral History Project transforming oral histories into original theatrical works; Wadleigh Secondary School for the Performing & Visual Arts where 35 11th graders created their own documentary film based on oral history; and Urban Assembly School for Global Commerce where 14 9th and 10th graders participated in a multidisciplinary afterschool program.





## APOLLO SPRING GALA

JUNE 13, 2016

The 2016 Apollo Spring Gala was an unforgettable evening that featured a one-night-only concert hosted by LL COOL J with performances by Leon Bridges, Andra Day, Les Twins and The O'Jays, followed by a magnificent party designed by Apollo Board Member, Bronson van Wyck. Viacom received the Corporate Award in recognition for its outstanding philanthropy and community leadership. The After Party included a spectacular "Let's Go Crazy" dance set curated by DJ D-Nice as a heartfelt and high-spirited tribute to Prince. More than 800 business, media, entertainment and philanthropy leaders came together to raise funds to support of Apollo's year-round education, community, and performing arts programs.



## DINING WITH THE DIVAS

FEBRUARY 11, 2016

On Thursday, February 11, 2016 the Apollo hosted the sixth annual Dining with the Divas, a luncheon celebrating the accomplishments of extraordinary women. Hosted by Sade Baderinwa of WABC-TV Eyewitness News, this year's event was the most-widely attended Divas luncheon to date.

The event was co-chaired by Michelle Gadsden-Williams, Joan Haffenreffer and Carolyn Minick Mason. Divas speakers included Penny Abeywardena, Commissioner of the Mayor's Office for International Affairs, and Beverly Danquah, a former Apollo Theater Academy intern, who shared with the audience inspiring and transformative moments in their lives. The luncheon also included a performance by former Amateur Night Stars of Tomorrow winner, Christian Guardino.

# CELEBRATE APOLLO



## APOLLO IN THE HAMPTONS

AUGUST 20, 2016

Apollo Theater Vice Chairman Ronald Perelman hosted the 7th annual Apollo in the Hamptons dinner and private concert at his East Hampton home. This year's event raised \$5 million to support the Apollo's artistic, educational, and outreach programs which build on the Theater's rich history as a cultural cornerstone and economic anchor in Harlem and as a nurturing home for emerging talent and artists of color.

The 7th Annual Apollo in the Hamptons gala featured a blowout concert with performances by legendary superstars Lionel Richie, Jon Bon Jovi, Pharrell Williams, Gwen Stefani, Ciara, and Kimberly Nichole (The Voice) with popular live band The Roots as the house band. The event was co-chaired by Mr. Perelman, Apollo Board Chairman Dick Parsons, Apollo Board Member Robert Kraft, and Jon Bon Jovi, and was underwritten by Mr. Perelman.



# FINANCIAL OVERVIEW

Following several years of significant growth, FY16 was relatively flat as compared to FY15. This reflects the Apollo's organizational stability and vibrant year-round season of world-class performing arts programming, innovative education initiatives, and meaningful community engagement. Season highlights included the Apollo's first opera, *Charlie Parker's Yardbird*, and the first multi-week run of an Apollo presentation, *The First Noel*. Partnership continued to be a key component of the Apollo's programming strategy and included relationships with Opera Philadelphia, Classical Theatre of Harlem, Ballet Hispanico, World Music Institute, the Jazz à Vienne festival, World Music Institute, and The John F. Kennedy Center for the Performing Arts, among others.

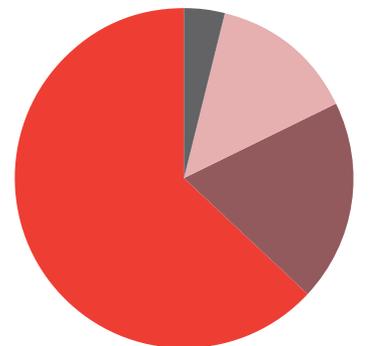
As is standard for most not-for-profit performing arts organizations, the majority of the Apollo's revenue comes from Contributions and Grants. Admissions is also an important part of the revenue mix and includes ticket sales to Apollo-produced performances and programs. A third key component of the revenue mix is Facility Rental Income. These rentals provide additional revenue and are often curated to complement the Apollo's legacy, mission, and programming mix. Notable rental events for FY16 include concerts by Leon Bridges, David Gray, Duran Duran, Joe Jackson, Jill Scott, and Esperanza Spalding.

The Apollo finished FY16 in a strong position but with a slight operating deficit of \$7,441 after transfers for property and equipment purchases. The financial information presented below is derived from the Apollo's audited financial statements and summarizes the activity of the fiscal year ending June 30, 2016.

Jacques Brunswick, *COO*

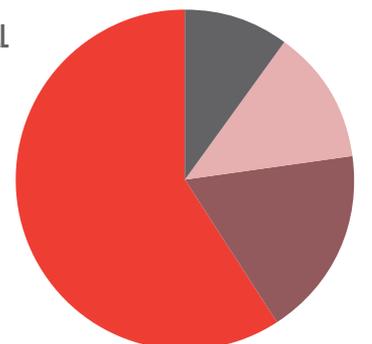
## OPERATING INCOME

- 65% CONTRIBUTED AND GRANTS
- 17% ADMISSION INCOME
- 14% FACILITY RENTAL INCOME
- 4% OTHER INCOME



## OPERATING EXPENSE

- 57% PERFORMING ARTS AND ENTERTAINMENT
- 19% EDUCATION AND COMMUNITY
- 14% FUNDRAISING
- 10% MANAGEMENT AND GENERAL



## STATEMENT OF OPERATING ACTIVITY

	2016	2015
<b>Support and Revenue</b>		
Admissions	\$ 2,281,556	\$ 2,581,100
Facility Rental income	1,896,900	1,951,240
Other Income	544,246	597,353
	<u>4,722,702</u>	<u>5,129,693</u>
Contributions and Grants	8,716,669	8,555,106
	<u>13,439,371</u>	<u>13,684,799</u>
<b>Expense</b>		
Program Services		
Arts and Entertainment	7,658,327	7,911,489
Educational and Outreach	2,578,637	2,392,435
Total Program Services	<u>10,236,964</u>	<u>10,303,924</u>
<b>Supporting Services</b>		
Management & General	1,277,152	1,274,811
Fundraising	1,850,399	1,826,203
Total Supporting Services	<u>3,127,551</u>	<u>3,101,014</u>
	<u>13,364,515</u>	<u>13,404,938</u>
Increase (decrease) in Net Assets before items below	74,856	279,861
Transfers for property and equipment purchases	(82,297)	(113,844)
<b>Increase (decrease) in Net Assets</b>	<u>\$ (7,441)</u>	<u>\$ 166,017</u>

## STATEMENT OF FINANCIAL POSITION

	2016	2015
<b>Assets</b>		
Cash and Cash Equivalents	\$ 740,855	\$ 1,188,784
Accounts Receivable	211,861	389,763
Unconditional Promises to Give	2,503,286	2,691,164
Other Current Assets	294,973	238,743
Property and Equipment	39,192,821	40,512,214
Portraits	577,538	577,538
	<u>43,521,334</u>	<u>45,598,206</u>
<b>Total Assets</b>	<u>43,521,334</u>	<u>45,598,206</u>
<b>Liabilities and Net Assets</b>		
Liabilities		
Accounts Payable and accrued expenses	798,201	1,158,365
Deferred Revenue	549,867	222,879
Loans Payable	832,201	153,491
Total Liabilities	<u>2,180,269</u>	<u>1,534,735</u>
<b>Commitments and Contingencies</b>		
<b>Net Assets</b>		
Unrestricted		
Operating	2,304,978	2,312,419
Designated reserves	482,417	1,612,417
Property and equipment	37,647,420	56,129,617
Interest in equity of subsidiaries	17,190,242	17,190,242
	<u>40,434,815</u>	<u>77,244,695</u>
Temporarily restricted operating	856,250	1,149,260
Permanently restricted	50,000	50,000
Total Net Assets	<u>41,341,065</u>	<u>78,443,955</u>
<b>Total Liabilities and Net Assets</b>	<u>\$ 43,521,334</u>	<u>\$ 79,978,690</u>

## APOLLO THEATER STAFF

### Executive Staff

Jonelle Procope,  
*President & Chief Executive Officer*

Jacques Brunswick,  
*Chief Operating Officer*

Mikki Shepard  
*Executive Producer*

Jing He,  
*Chief of Staff*

Dwight Jordan,  
*Project Manager to the Executive Producer*

Victoria Ellerbe,  
*Assistant to the COO and HR Coordinator*

### Performing Arts Programs

Laura Greer,  
*Associate Producer*

Jamilla Deria,  
*Program Director*

Charisse Williams,  
*Program Manager*

Fernanda Cintra de Campos,  
*Program Associate*

Marion J. Caffey,  
*Amateur Night Producer*

Kathy Jordan Sharpton,  
*Amateur Night Coordinator & Hospitality*

### Education & Community Programs

Shirley Taylor,  
*Director of Education*

Debbie Ardemendo,  
*Associate Director of Education*

Jason Steer,  
*Education Manager, Apollo Theater Academy*

Chinai Hardy,  
*Education Associate*

Princess Belton,  
*Education Associate*

Billy Mitchell,  
*Tour Director and Apollo Ambassador*

L. Adé Williams,  
*Associate Director of Community Programs*

### Marketing & Communications

Melissa Skinner,  
*Senior Director of Marketing*

Khalilah Elliott,  
*Director of Marketing*

Nina Flowers,  
*Director of Public Relations & Communications*

Courtenay Moore,  
*Customer Relations Manager*

Cynthia Tate,  
*Public Relations Manager*

Robert Minell,  
*Graphic Designer*

Angilique Coleman,  
*Marketing Assistant*

Erin Washington,  
*Marketing Assistant*

Missy Aja,  
*PR Assistant*

Keshave Sattaur,  
*Box Office Treasurer*

Kevin Dozier,  
*Box Office Assistant Treasurer*

Toni Israel, Walker  
Communications Group  
*Group Sales Agent*

Kersten Stevens,  
ThinkSuite Media  
*Social Media Lead*

### 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*

Zulayka Adamson,  
*Special Events Manager*

Sarah Rodriguez,  
*Associate Director, Institutional Giving*

Kiara Tinch,  
*Development Associate*

Gabrielle Hilaire,  
*Development Assistant*

### Finance

Michele Pagnotta,  
*Senior Director of Finance*

Carlos Rivera,  
*Accounting Manager*

Subira Taylor,  
*Accounting Associate*

Shakeen Johnson,  
*Accounting Assistant*

### Information Technology

Lewis Bent,  
*Director of Information Technology*

Elijah Timmons,  
*Help Desk Technician*

### General Management

Joe Levy,  
*General Manager*

Lloyd Vaughan,  
*Associate General Manager*

Diane Dispo,  
*Company Manager*

Johanie Olivero,  
*General Management Assistant*

Shenequa Brown,  
*Office & Gift Shop Manager*

### Production

Steven Jones,  
*Director of Production*

Ingrid Matias,  
*Production Management Coordinator*

Joe Gray,  
*Head Carpenter*

Kevin Dessisso,  
*Head Electrician*

Ollie Cotton,  
*Head Audio*

Kevin Nesbitt,  
*Head Props*

### Theater Operations

Dennis Walls,  
*Director of Building Operations*

Walter Steele,  
*Security Manager*

Kim Smith  
and Edward White,  
*Security Supervisors*

Jorge Mejia,  
*Building Superintendent*

Fanny Aucacama &  
Carmen Encarnacion,  
*Housekeepers*

## APOLLO THEATER BOARD OF DIRECTORS

Richard D. Parsons,  
*Chairman*

Alfred C. Liggins, III,  
*Vice Chairman*

Ronald O. Perelman,  
*Vice Chairman*

Charles Phillips,  
*Vice Chairman*

Willie E. Woods,  
*Treasurer*

John W. Carr,  
*Secretary*

John D. Demsey  
Michael Diamond  
T. Troy Dixon  
Yolanda Ferrell-Brown

Maya L. Harris  
Daisey M. Holmes  
Marcella A. Jones  
Paul Tudor Jones II  
Quincy Jones  
Robert K. Kraft  
Loida Nicolas Lewis  
William E. Lighten  
Jason L. Mathews  
Carolyn Minick Mason  
Racquel Oden  
Philip R. Pitruzzello  
JoAnn Price

Jonelle Procope (ex officio)  
Lisa Garcia Quiroz  
Marcus Samuelsson  
Debra Shriver  
Earl W. Stafford  
Leslie M. Uggams  
Bronson van Wyck  
Pharrell Williams  
Patricia Miller Zollar  
*(As of June 30, 2016)*

# APOLLO SUPPORTERS

Anonymous  
Citi  
Stanley and Fiona  
Druckenmiller  
Sonia and Paul Jones  
Robert K. Kraft  
MacAndrews & Forbes  
Incorporated  
Richard D. Parsons Family  
Foundation  
Karen and Charles Phillips\*  
The Perelman Family  
Foundation, Inc.

American Airlines  
Anonymous  
BNY Mellon  
T. Troy Dixon\*  
Ford Foundation  
Howard Gilman Foundation  
Hearst Corporation  
Keurig Green Mountain, Inc.  
The Ronald and Jo Carole  
Lauder Foundation  
LWPPartners  
Merrill Lynch  
JoAnn H. Price\*  
Eric and Wendy Schmidt  
Zachary J. and Lori Schreiber  
Debra Shriver\*  
Amanda and Earl W. Stafford\*  
Time Warner Inc.  
Universal Music Group

Anonymous  
Belvedere Vodka  
Bloomberg Philanthropies  
Citi  
Cravath, Swaine & Moore LLP  
Doris Duke Charitable

Foundation  
Glenn and Amanda Furhman\*  
JPMorgan Chase & Co.  
Elaine and Ken Langone  
The Lauder Foundation -  
Leonard and Judy Lauder Fund  
George Lucas Family  
Foundation  
Macy's and Bloomingdale's  
The Madison Square Garden  
Company  
Andrew W. Mellon Foundation  
Paul, Weiss, Rifkind, Wharton  
& Garrison LLP  
Skadden, Arps, Slate, Meagher  
& Flom LLP  
Viacom  
Wachtell, Lipton, Rosen & Katz  
Pharrell Williams  
Ron and Cynthia Williams\*  
Pat and Al Zollar\*

Advent Capital Management,  
LLC  
American Express  
Barneys New York  
BET Networks  
Patricia Blanchet\*  
Jacqueline Bradley and  
Clarence Otis\*  
The City of New York  
ConEdison  
Credit Suisse LLC  
John Demsey\*, The Estee  
Lauder Companies  
Discovery Communications  
Disney  
James L. Dolan  
EmblemHealth  
Yolanda Ferrell-Brown\*

Jeff and Mei Sze Greene  
Foundation  
Carla Harris\*  
Hess Foundation  
Daisey M. Holmes\*  
Kramer Levin Naftalis &  
Frankel LLP  
Lazard  
Loida Nicolas Lewis\*  
Carol Sutton Lewis and  
William M. Lewis, Jr.  
Alfred C. Liggins III  
William E. Lighten  
LionTree LLC  
Carolyn and Mark Mason\*  
Jason Mathews  
National Basketball Players  
Association  
New York Life  
New York State Council on the  
Arts  
Racquel Oden\*  
Paramount Pictures  
Pinkerton Foundation  
Lisa Garcia Quiroz\*  
Fan Fox and Leslie R. Samuels  
Foundation  
Barry F. Schwartz  
Sharzad and Michael Targoff  
Willie and Lana Woods  
  
Carver Federal Savings Bank  
Citigroup Global Markets Inc.  
Cowen Group, Inc.  
Credit Suisse LLC  
Donny Deutsch  
Janine Dorsett  
Bethenny Frankel  
Maya L. Harris  
Johnson & Johnson Matching  
Gift

Marcella A. Jones  
Matt Lauer  
Edward T. Lewis\*  
Erika Liles  
Edward Nahem  
Nederlander Foundation  
Ellis L. Phillips Foundation  
Philip R. Pitruzzello  
Lorraine E. Schwartz  
Stephen A. Schwarzman  
SHS Foundation  
Shubert Foundation  
Kathleen Tait  
Tawana Tibbs and Bruce Gordon  
Janice Savin Williams and Christopher J. Williams

Lily Auchincloss Foundation  
BET/Viacom  
Bourne in Time Inc./  
Antiquorum  
Citi Private Bank  
Cohen Family Foundation, Inc.  
Steven & Alexandra Cohen Foundation  
Conscious Kids  
Alberto Cribiore  
Michael Diamond  
Emily & Harold Ford, Jr. Charitable Fund  
GE Foundation  
Iger Bay Foundation  
Insperity  
Gayle King

LaJwanne Louis  
Ron Meyer  
Morgan Stanley Urban Markets Group  
Charlotte A. Moss and Barry Friedberg\*  
Jonathan and Judy Nelson\*  
Peter G. Peterson Foundation  
Marcus Samuelsson\*  
P. Olivier Sarkozy  
James Shepard  
Jessica Skipper  
Seth Sprague Educational and Charitable Foundation  
Lise Strickler and Mark Gallogly Charitable Fund  
Stephanie Todd, MD, MPH  
Unity Construction Group  
Bronson Van Wyck  
George Wein\*

Jody and John Arnhold  
Norma Asnes  
Avenue Capital Group  
Columbia University  
Elizabeth Davis  
Diana and Fred Elghanayan  
Gabelli Funds, Mario J. Gabelli  
Sandy Gallin  
Edward and Arlyn Gardner  
Lesley Goldwasser  
Scott L. Gottlieb  
Great Performances, Caterers  
William Helman  
Joan and George Hornig

Hyde and Watson Foundation  
Kirsh Foundation  
Michael R. Laginestra  
Michael Littlejohn  
Menschel Family Foundation  
Moelis & Company  
Jacqueline Nickelberry  
Mr. and Mrs. Adebayo Ogunlesi  
Al Roker and Deborah Roberts  
Rudin Foundation  
Mr. and Mrs.  
Samuel C. Scott III  
Rossie E. Turman III  
Ted and Nina Wells  
Paula Williams

Abigail Kirsch Catering Relationships  
Aetna  
Anonymous  
Matthew C. Blank  
Charlane Brown-Wyands, Esq.  
CastleOak Securities, L.P.  
Karen and Charles Chaplin  
Aaron Copland Fund for Music  
DeWitt Stern/Risk Strategies  
Melissa Downing  
Debra and Scott Edelman  
Family Fund  
Ella Fitzgerald Charitable Foundation  
Frankfurt Kurnit Klein & Selz  
PC  
Edith Ginsberg  
Allen and Deborah Grubman

And many other generous supporters.

\* Members of the Apollo Legends Circle  
(As of June 30, 2016)

Tiffany Hall  
Harkness Foundation for Dance  
Image Dematology P.C.  
JLL  
Hope Knight  
Jeanine Liburd  
Magnolia Bakery  
Kimberly Minor  
Cobi Narita  
New York Life Insurance Company  
Partnership for NYC  
Pfizer Inc.  
Premier League Basketball Holdings Limited  
Resnicow & Associates  
The Shubert Organization, Inc.  
Lu-Shawn M. Thompson  
United Way of New York City  
VallotKarp Consulting LLC

And many other generous supporters.

\* Members of the Apollo Legends Circle  
(As of June 30, 2016)

#### APOLLO EMPOWERHER

##### Co-Chairs

Marilyn Booker  
Erika Liles  
Jacqueline Nickelberry

##### Steering Committee

Melissa Alvarez-Downing, MD  
Elizabeth Davis  
Edith Ginsberg  
Julie Greenwald  
Jeanine Liburd  
Rochelle Powell  
Rachel Schluter  
Carra Wallace  
Lana Woods

##### Members

Taunglea Ambrose  
Dorria Ball  
Terri Borden  
Emma Bredin  
Charlane Brown-Wyands  
Betsy Cohen  
Eun Sun Chun  
Faith Corbett  
Janine Dorsett

Diana Elghanayan  
Deirdre Guice-Minor  
Suzanne Handal  
Tamara Harris Robinson  
Joan Jakobson  
Gayle Jennings-O'byrne  
Anjelica Kelly  
Lorrie King  
LaJwanne Louis  
Aisha McShaw  
Cassandra Metz  
Carolyn Minick Mason  
Monique Moore Pryor  
Susy Pestana  
Karen C. Phillips  
Jessica Skipper  
Robin Snipes  
Kathleen Tait  
Tanya Taylor  
Josie Thomas  
Lu-Shawn Thompson  
Diane Volk  
Wendy Washington

(As of June 30, 2016)

#### APOLLO YOUNG PATRONS

##### Steering Committee

Nkrumah Pierre, Co-Chair  
Kara Pierre, Co-Chair  
Lauren Maillian, Vice Chair  
Alex Aptekman  
Paula Edgar  
Harry Jones  
Alison Mandelker-Burnett  
Jermaine Warren  
Brandee Younger

##### Members

Kathleen Adams  
Ilyas Akbar  
Kimberly Allman  
Aqmeri Amen-Wint  
Aaron Ampaw  
Elaine Barfield  
Briana Bigham  
Petia Bradshaw  
Alex A. Brett  
Tahani Cooper  
Shavonne Dargan  
Leigh Davenport  
Brian Dias  
Cyriel Dikoume  
Dezron Douglas  
Desmond Duncker  
Kisha Edwards-Gandsy  
Fermin Espinoza  
Jumi Falusi  
Nicole Foster  
Donald Garner II  
Alex Gold  
Sharon Gordon  
Tori A. Irons  
Sam Jackson  
Gary L. Johnson

Nicole Johnson  
Matthew Jones  
Mondaire Jones  
Kristin Krantz  
Lara Land  
Trinia McDonald  
John and Carol McGuinness  
Kate Moore  
Darrell Moultrie  
Sharae Moultrie  
Nubia Murray  
Michelle Newsome  
Justina Omokhua  
Nixon Patterson  
Tonya Plear  
Tameka Porte  
Kiara Reed  
Evelyn Rivera  
Anthony Shropshire  
Leeza Singh  
Andrew Siwo  
Michael Smith  
Kersten Stevens  
Erika Swaringen  
James Felton Keith & Andy Tarradath  
Allyson Taylor  
Ryan Thornton  
Kiara Tinch  
Jarrid Tingle  
Dexter Upshaw  
Alvin & Nicole Yearwood  
Kendra Webb-Scott  
Merrin White  
Laura Wise  
Cherise Wykoff

(As of June 30, 2016)

# APOLLO SUPPORTERS



## APOLLO EMPOWHER

Apollo EmpowHer is a group of dynamic and diverse women who are making a difference for teens in the Apollo Theater's career development programs, introducing over 2,500 students to the many behind-the-scenes careers in the performing arts and entertainment industries over the past year. Now in its 3rd year, members come together for networking opportunities, fundraising events, and other activities to connect with the Apollo, the education programs they are supporting, and each other. The committee is entirely volunteer-driven and is led by a small group of volunteers who set the direction for the group.



## LEGENDS CIRCLE

Gifts of \$25,000 and above are recognized through the Apollo's Legends Circle. As recognition for their leadership support, members receive invitations to exclusive receptions with Apollo artists, members of the Apollo's Artistic team and leadership, as well as a customizable suite of benefits that can include presenting sponsor listing for Apollo Music Café and Apollo Presents Mainstage performances and more.



# JOIN THE APOLLO



## YOUNG PATRONS

Young Patrons in their 20's and 30's, who make an annual minimum gift of \$250 attend exclusive events throughout the year, receive preferred pricing for signature fundraising events and enjoy a host of other great benefits. The Young Patrons program is a dynamic group of 60 members and counting who enjoy the social and professional benefits of membership while providing vital support for the Apollo Theater.

## APOLLO INSIDERS

Apollo Insiders members provide crucial financial support for the Apollo's world-class live performance, community and education programs. With three different groups to choose from, you can experience all the Apollo offers in a variety of ways. Exclusive Insider Benefits are the Apollo's way of saying thanks for investing in our ongoing legacy and include VIP seating, invitations to behind-the-scenes events, special meet the artist receptions and so much more.





