

# ANNUAL REPORT

2018-2019





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PRESIDENT & CEO

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DESIGN  
PURE+APPLIED

APOLLO THEATER  
PHOTOGRAPHERS INCLUDE  
SHAHAR AZRAN, JULIETA CERVANTES,  
ELENA OLIVO, KERSTEN STEVENS



FROM THE  
CHAIRMAN AND  
PRESIDENT & CEO



FROM THE  
EXECUTIVE  
PRODUCER



Our 85th Anniversary, a new HBO documentary, and the first physical expansion in our history—it has been a banner year for the Apollo Theater!

Featuring more than 100 performances, the 2018-19 Season expanded our commitments to celebrating African American culture, supporting artists, and serving as a resource for students, families, and the Harlem community. From dance and theater to jazz, soul, and gospel, the Apollo's 85th Anniversary Season amplified the voices of African American artists who honor the past and look to the future.

In April 2019, the feature-length documentary *The Apollo* opened the Tribeca Film Festival with a star-studded premiere. Directed by Roger Ross Williams, *The Apollo* weaves together rare archival footage and intimate, behind-the-scenes verité from the stage adaptation of Ta-Nehisi Coates' *Between the World and Me*. It explores the current struggle for racial justice, the role of art in that struggle, and the broad range of African American achievement that the Apollo represents.

This year the Apollo was also selected to operate and manage two new theaters in the Victoria Theater redevelopment project (two doors east of the Theater). These spaces will allow us to increase the number of artists we present, build on our educational programs, and develop new works that speak to our community. As with our current spaces, they will also be used by other nonprofits, artists, and community groups, and play an important role in Harlem's cultural ecosystem.

The Apollo raised \$3.2 million to equip the new theaters to meet artists' and audiences' needs. We thank Empire Development, New York State Council on the Arts/Regional Economic Development Corporation, Upper Manhattan Empowerment Zone, Booth Ferris Foundation, and The New York Community Trust – LuEsther T. Mertz Advised Fund for their support of this transformative project.

The achievements of the Apollo Theater's 85th Anniversary year would have been impossible without the dedication of our Board of Directors, staff, and the many individuals, foundations, and corporations who generously support us. We thank you all.

**Dick Parsons**, Chair, Apollo Theater Board of Directors

**Jonelle Procope**, President and CEO

Our 85th Season offered us a celebration and reflection.

In addition to giving voice and a stage to upcoming and established performing artists, we at the Apollo are committed to upholding our legacy and history of cultural innovation through the works we commission and produce in our theater. From *Between the World and Me* to *Women of the World* to *Africa Now*, there is something for everyone to experience.

I am reminded each curtain call that the power and strength of Black cultural America is within us all, and at the Apollo, it is our responsibility to celebrate, claim, and consistently push the performing arts forward.

Apollo is both home and the soul of American culture. It is here, on 125th Street, that we claim again and again our place in crafting American culture. A lot of stories and histories sit inside our building. As we look to our future, and consider ways to expand and welcome you and welcome more of you into our home, Apollo will remain a multidisciplinary arts institution with music at its core—what I like to call the epicenter of Black culture.

As neighborhoods like ours in Harlem change, it is important for Black cultural centers to remain, not only as a present space for witnessing Black artistic excellence, but as a living archive, a place where we can continue to create magic on stage and audiences can see themselves reflected.

Each night I'm in the Theater and the lights go dim, and the audience silences, there is a moment of transformation. There's no denying there's a bit of magic here, and I invite you to experience it with us. I always walk out feeling transformed, knowing I'm in the right place. At home at the Apollo.

**Kamilah Forbes**, Executive Producer

# SAY IT LOUD

**An all-star concert of musicians who worked with James Brown commemorated the significance of what was to become the Black Pride anthem.**





# SAY IT LOUD

## I'M BLACK AND I'M PROUD AT 50!

This all-star concert of musicians led by Musical Director Christian McBride featured special guests Lisa Fischer, Nona Hendryx, Avery Sunshine, and Stokley Williams, who brought the house down with their contemporary take on soul and R&B honoring the legacy of James Brown and the Black Pride music he inspired.

Harlem's Reverend Al Sharpton—a longtime friend of James Brown—hosted the evening, and musicians from Mr. Brown's ensembles were featured in the house band, including Alfred "Pee Wee" Ellis (co-author of *Say It Loud*), Fred Wesley, and Robert "Mousey" Thompson.

**"James Brown's 'Say It Loud,' released in the thick of the summer of 1968, was an instant anthem for Black Americans who felt like they were running out of options and just trying to survive."**

**New York Times**





# MUSIC & DANCE

**“Last night, mega-hit producer Teddy Riley returned to his hometown after more than 20 years and tore down the legendary Apollo Theater in Harlem New York City for two sold-out shows. The beautiful and ageless MC Lyte performed ‘Ruffneck’ leaving us wanting more from one of our favorite female MCs of that era.”**

THE SOURCE





# MUSIC & DANCE

## APOLLO'S POPULAR MUSIC CONCERT SERIES

The Apollo's Theater's 85th Anniversary Season included our *Popular Music Concert Series*. Featured artists included Dipset, Teddy Riley/New Jack Swing, and The O'Jays.

## BALLET HISPÁNICO

Ballet Hispánico, the nation's premiere Latino dance company, returned to Harlem with two Mainstage performances as well as school performances in December 2018. Co-commissioned by the Apollo Theater, the physically charged work *CARMEN.maquia* fused contemporary dance with nods to the Spanish paso doble and flamenco.

## DANCE THEATRE OF HARLEM

In February 2019, the Apollo welcomed *Dance Theatre of Harlem* as part of DTH's 50th Anniversary Season. The legendary company performed lecture demonstrations, as well as two School Day Live and one Family Workshop performance, which helped the Apollo inspire the next generation of dancers.

## WOMEN OF THE WORLD FESTIVAL

The *Women of the World (WOW) Festival*, extends the Apollo's role as a cultural and civic anchor dedicated to providing forums for meaningful discussion and exchange of ideas. Taking place during Women's History month, the four-day program was the third iteration of this biennial festival at the Apollo. Focusing on female artists and activists, all of the performances, panel discussions, film screenings, and interactive dialogues were grounded in the spirit of resistance through artistic expression. Highlights of the Festival included: an evening with Suze Orman; a Teen Summit produced by the Apollo's Young Producers Club, poet Nikki Giovanni; activist Angela Davis; and a concert headlined by multi-talented singer, Alice Smith.

## AFRICA NOW!

Presented in partnership with the World Music Institute, *AFRICA NOW!* included: a conversation with Luvvie Ajayi and Yvonne Orji of *Jesus and Jollof Live* with performances by *Kaleta & Super Yamba Band*. That same evening, Apollo Music Café presented rising stars Tosin and Allinor and Young Paris. Additionally, the Apollo launched a new partnership with the *NY African Film Festival* and screened *The Wedding Ring (Zin'naariyâ!)*.

## AFROPUNK

In honor of Black History Month, the Theater partnered with *AFROPUNK*, for a weekend of music and film including innovator Kamasi Washington and his 10-piece band, The Next Step, who play across musical genres from jazz, to hip-hop, classical, and R&B.





# TWISTED MELODIES

**“‘Twisted Melodies’...seeks to deconstruct popular conceptions about madness and music...Rather than romanticize Hathaway’s fate, the play demands that we see him as both marvelous and morally complicated, a man who had to fight himself in order to be heard.”**

NEW YORK TIMES

## TWISTED MELODIES

In May 2019, the Apollo presented *Twisted Melodies*, a powerful one-man show inspired by the life of '70s soul singer, composer, and Apollo legend, Donny Hathaway. Co-produced by the Baltimore Center Stage and Congo Square Theatre Company in association with Mosaic Theater Company, *Twisted Melodies* was an immersive and crushing play about the brilliant musician's inner struggle written and performed by Kelvin Roston, Jr.





# NURTURING NEW TALENT

**“Apollo Theater has long served as a home for the incubation and development of new artists working across a variety of art forms and the 2019 season continues that commitment with the Salon Series, Music Café and Comedy Club.”**

**KAMILAH FORBES, EXECUTIVE PRODUCER**





## AMATEUR NIGHT AT THE APOLLO

Running for 40 shows each season, the Apollo's signature talent show, *Amateur Night at the Apollo* features competition by emerging talent, with participation from live and digital audiences. With performers selected via year-round live and online auditions, *Amateur Night* continues to launch the careers of many new artists who go on to perform at noted venues locally, nationally, and internationally.

## APOLLO COMEDY CLUB

The *Comedy Club* celebrates and nurtures emerging artists, whose originality, insights, and commentary on society, politics, and humanity entertain and engage audiences. The Apollo presented nine Comedy Club shows this year, including Sweet Baby Kita, Dean Edwards, and Correy Bell on the first Thursday of each month from October-June on the Theater's Soundstage.

## APOLLO MUSIC CAFÉ

*Apollo Music Café* featured the best of today's up and coming artists with a mix of performers, including powerful performances by such standout artists as: John Holiday, *The Hamiltons*, and Nick Rashad Burroughs.

## SALON SERIES

Now in its 13th year, the *Apollo Salon Series* provides critical support for artists in their creation of new work across disciplines, as well as a testing ground for new large-scale projects. This year, the Theater hosted three residencies: Somi workshopped *Dreaming Zenzile*, a new opera; Lelund Durond Thompson and Jason Michael Webb in partnership with *National Black Theatre* continued work on a new musical entitled *WILDFLOWER*; and *Harlem To Hollywood* featured actor/writer and Harlem native, Malik Yoba, and his in-process theater piece.



Amateur Night At The Apollo		Date <u>November 21st, 2018</u>
Sponsored By: <i>Coca-Cola</i>	Pay to the Order of <b>Ronald Johnson</b>	<b>\$5,000.00</b>
<b>Five Thousand</b>		Dollars
For: <u>Child Star of Tomorrow</u>		<i>Janelle Procope</i> President & CEO
For: <u>Super Top Dog Winner 2018</u>		



# ENGAGING THE COMMUNITY



**“The Apollo Theater is Harlem’s town hall and is committed to enhancing life in Harlem and surrounding communities with vital programs that speak to the African-American and African-Diasporic experience.”**

**JONELLE PROCOPE, PRESIDENT & CEO**



# ENGAGING THE COMMUNITY

## HOLIDAYS AT THE APOLLO

Each year, the Apollo presents a series of holiday and community programming, including a chance to meet Santa under the Marquee. Programs included, *Holiday Joy* with Hezekia Walker and CeCe Winans and our annual Kwanzaa Celebration with two dance performances by Abdel Salaam's *Forces of Nature Dance Theatre*.

## APOLLO OPEN HOUSE

During Black History Month, the Apollo hosted a free Open House Weekend and welcomed 3,000 Harlem residents for a full day of activities including live performances and family programming.

## TICKET ACCESS PROGRAM

In 2019, working with 300 community partners, the Apollo provided 8,525 free/subsidized tickets to community residents.

## UPTOWN HALL – MARTIN LUTHER KING DAY

The Apollo collaborated with WNYC for the 6th year to present a special UPTOWN HALL discussion celebrating Martin Luther King, Jr. with activities focusing on civil rights and social justice in the context of the Harlem community.





# EDUCATION

## **APOLLO EDUCATION PROGRAMS**

The Apollo's Education Programs inform, inspire and educate young people providing access to performances and hands-on arts activities in school and at the Apollo and offering experiences in arts management and technical theater that provide real world skills to high school students.

## **SCHOOL DAY LIVE**

School Day Live brings more than 10,000 K-12th grade students to the Apollo to experience a variety of performing arts programs.

## **APOLLO THEATER ACADEMY**

Apollo Theater Academy helps high school students learn about behind-the-scenes careers in the performing arts and entertainment providing tangible skills and employment experience to high school interns.

## **FAMILY SHOWTIME & WORKSHOPS**

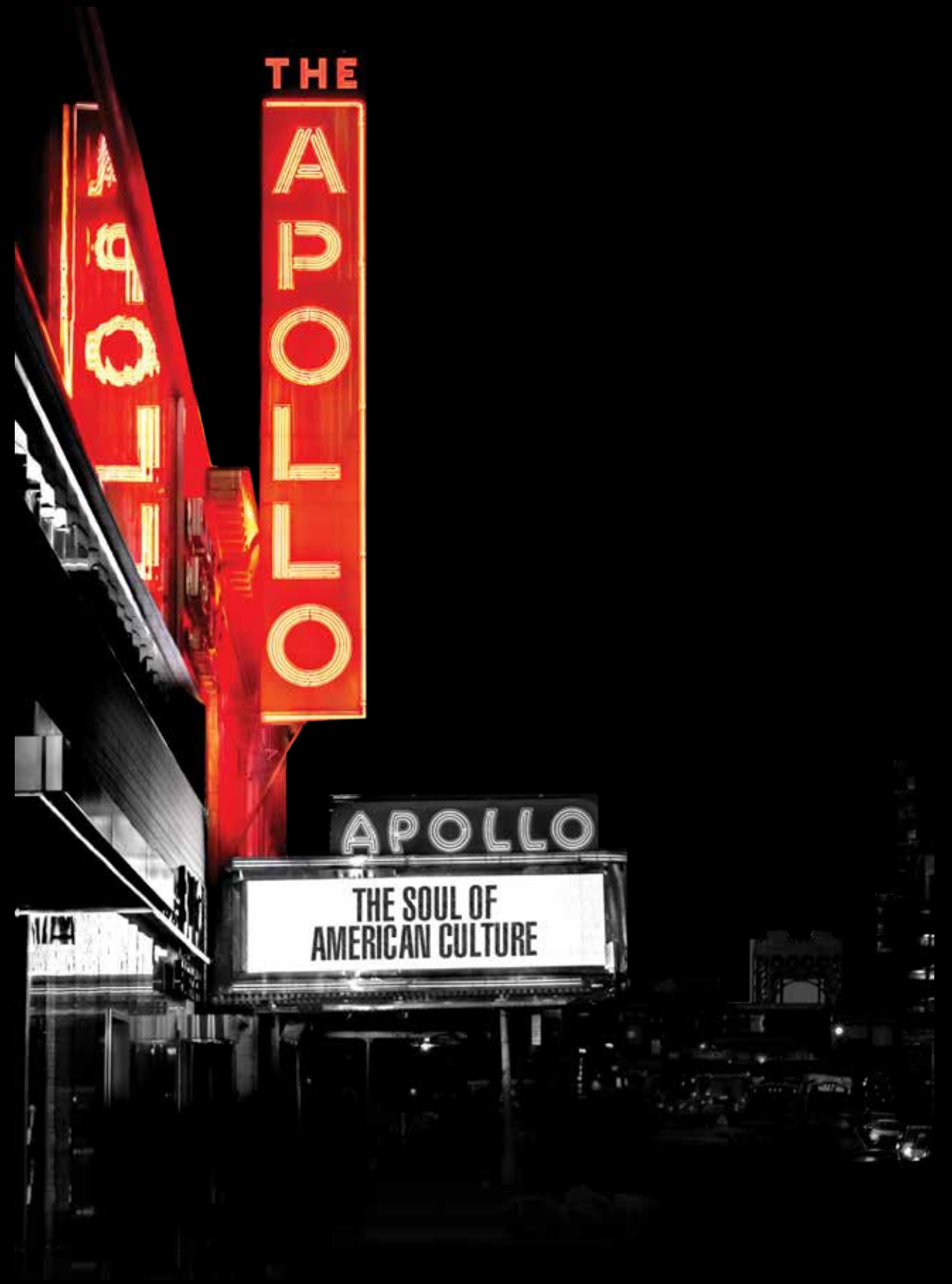
Family Showtime & Workshops enable families with children and teens to experience quality live arts events in an intimate environment in the heart of Harlem.





# APOLLO

## DOCUMENTARY



**“The Apollo Theater is a symbol of the creative spirit of New York and beyond...”**

**ROBERT DE NIRO, CO-FOUNDER OF THE TRIBECA FILM FESTIVAL**



# APOLLO DOCUMENTARY

## THE APOLLO

*The Apollo*, a feature-length documentary on the legendary Theater, opened the Tribeca Film Festival in April 2019. The documentary incorporates behind-the-scenes and archival footage to explore the Apollo Theater's history and future as a preeminent site for African-American creativity and culture.

**"The story of the Apollo is the story of the evolution of Black American identity and how it grew to become the defining cultural movement of our time."**

**Roger Ross Williams, Director of *The Apollo***





# CELEBRATIONS





## APOLLO IN THE HAMPTONS

On Saturday, August 11th, Apollo Theater Vice Chairman Ronald O. Perelman hosted *Apollo in the Hamptons*. This year's event raised over \$3 million to support the Apollo's artistic, educational, and outreach programs, which build on the Theater's rich history as a cultural and economic anchor to Harlem, and as a nurturer of emerging talent.

Since its inception in 2010, *Apollo in the Hamptons* has raised over \$20 million for the Apollo's artistic, education and community programs. Thanks to the support from this event, the institution has expanded its education initiatives, both in schools and at the historic Apollo Theater engaging more than 20,000 students, teachers, families, and scholars annually. The Theater has been able to double its impact, now welcoming more than 200,000 patrons each year. *Apollo in the Hamptons* featured a blowout concert with performances by Chaka Kahn, Sting, Shaggy, and Alice Smith.

The event was co-chaired by Mr. Perelman; rock legend Jon Bon Jovi; Apollo Board Chairman Dick Parsons; Chairman and CEO of the Kraft Group and New England Patriots owner Robert Kraft; and was underwritten entirely by Mr. Perelman.

## DINING WITH THE DIVAS

*Dining with the Divas* brings together some of New York's most powerful and accomplished women from a variety of industries to support the Theater's year-round artistic programs and education initiatives such as the Apollo High School Internship Program, which offers one-on-one mentoring and career training to underserved youth. This program is one of the few in the region that focuses on administrative, managerial, and technical careers in the arts.

## SPRING GALA

The 14th annual *Apollo Spring Gala* was a spectacular event raising over \$2 million. A special benefit concert hosted by Amanda Seales featured performances by The Temptations, Estelle, Jose James, Liv Warfield, Morris Day, and cast members of Broadway's *Ain't Too Proud: The Life & Times of The Temptations*.

**"I grew up on the sounds of musicians who performed at the Apollo Theater, so it's an incredible honor to be recognized by an institution that has meant so much to me personally..."**

**Robert F. Smith, Chairman and CEO, Vista Equity Partners**

Ahead of the evening's festivities, the Theater inducted the iconic group The Temptations into its Walk of Fame. Otis Williams, founder and only surviving member accepted the honor. The Temptations join icons such as Aretha Franklin, Ella Fitzgerald, and Smokey Robinson, who performed at the Apollo and made a mark on American culture.

Vista Equity Partners was honored with the Corporate Award for Outstanding Leadership in Innovation, Diversity and Philanthropy.

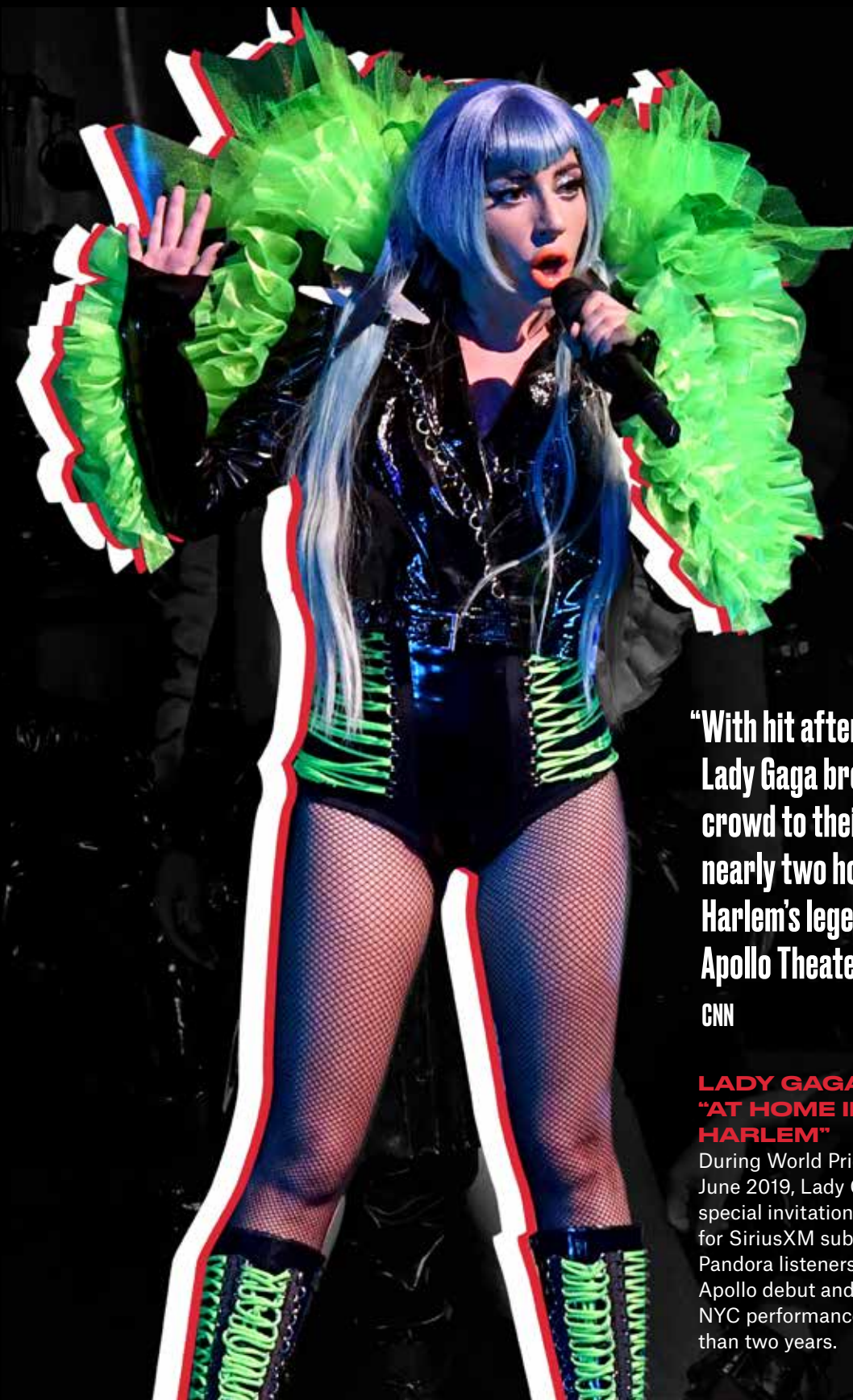




# IN THE MEDIA

**“Gaga took every opportunity to remind the audience that not only was she from New York, she hung around the Apollo’s neighborhood quite often during her youth, before she was famous.”**

ROLLING STONE MAGAZINE



**“With hit after hit, Lady Gaga brought the crowd to their feet for nearly two hours...at Harlem’s legendary Apollo Theater.”**

CNN

**LADY GAGA  
“AT HOME IN  
HARLEM”**

During World Pride Week in June 2019, Lady Gaga held a special invitation-only concert for SiriusXM subscribers and Pandora listeners. It was an Apollo debut and her first NYC performance in more than two years.



# APOLLO AUDIENCE

# FINANCIAL OVERVIEW

**215,196**  
TOTAL AUDIENCE

**331,500**  
SOCIAL MEDIA FOLLOWERS

### MOST INFLUENTIAL SOCIAL MEDIA FOLLOWERS

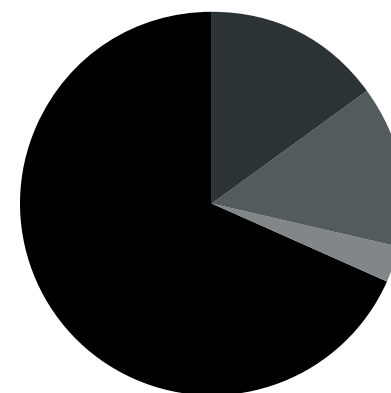
Billboard, History, Essence, BET, BET Music, Steve Harvey, Angela Basset, LL Cool J, Recording Academy, Ava DuVernay, Access Hollywood, Quincy Jones, Yolanda Adams, Lionel Richie, Chaka Khan, NAACP, Tidal, The Root, American Express, Citi, E News, Fantasia, Michelle Williams, America's Got Talent, OWN, SiriusXM, US Open Tennis, Eyewitness News, VH1, Faith Evans, Variety, Justin Bieber, Fallon Tonight, Empire on Fox, Amy Schumer, Keyshia Cole, Mike Epps, Jordin Sparks.

**3.7M**  
DIGITAL/LIVESTREAM VIEWERS

**234,000**  
FACEBOOK FANS

**58,000**  
TWITTER FOLLOWERS

**39,500**  
INSTAGRAM FOLLOWERS

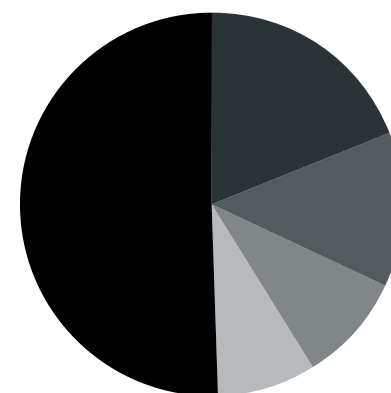


OPERATING INCOME

- **68% CONTRIBUTED & GRANTS**  
\$12,392,785
- **15% ADMISSION INCOME**  
\$2,738,273
- **14% FACILITY RENTAL INCOME**  
\$2,489,226
- **3% OTHER INCOME**  
\$570,283

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**\$18,190,567**



OPERATING EXPENSE

- **51% PERFORMING ARTS & ENTERTAINMENT**  
\$8,562,087
- **19% EDUCATIONAL & OUTREACH**  
\$3,201,013
- **13% FUNDRAISING**  
\$2,219,609
- **9% DEPRECIATION & AMORTIZATION**  
\$1,549,470
- **8% MANAGEMENT & GENERAL**  
\$1,400,933

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**\$16,933,112**



# STATEMENT OF OPERATING ACTIVITY

CHANGES IN NET ASSETS	2019	2018
<b>Support and Revenue</b>		
Admissions	\$2,738,273	\$2,581,912
Facility Rental Income	\$2,489,226	\$3,530,782
Other Income	\$570,283	\$981,870
<b>Total Revenue</b>	<b>\$5,797,782</b>	<b>\$7,094,564</b>
<b>Contributions and Grants</b>		
Individuals	\$2,483,199	\$1,651,059
Corporations	\$1,294,500	\$1,665,000
Foundations	\$2,763,075	\$847,000
Government Agencies	\$771,300	\$456,755
Fundraising Benefits	\$6,077,305	\$6,991,160
Less: Direct Benefit Expenses	(\$996,594)	(\$1,108,034)
Net Assets Released from Restrictions—Time and Program	-	-
<b>Total Support</b>	<b>\$12,392,785</b>	<b>\$10,502,940</b>
<b>Total Support and Revenue</b>	<b>\$18,190,567</b>	<b>\$17,597,504</b>
<b>EXPENSES</b>		
<b>Program Services</b>		
Arts and Entertainment	\$8,562,087	\$8,920,355
Educational and Outreach	\$3,201,013	\$2,791,789
Depreciation and Amortization	\$1,549,470	\$1,528,233
<b>Total Program Services</b>	<b>\$13,312,570</b>	<b>\$13,240,377</b>
<b>Supporting Services</b>		
Management and General	\$1,400,933	\$1,681,486
Fundraising	\$2,219,609	\$2,227,533
<b>Total Supporting Services</b>	<b>\$3,620,542</b>	<b>\$3,909,019</b>
<b>Total Expenses</b>	<b>\$16,933,112</b>	<b>\$17,149,396</b>
Increase (Decrease) in Net Assets Before Items Below	\$1,257,455	\$448,108
Capital Campaign Consultant	(\$439,750)	(\$420,000)
Transfers for Property and Equipment Purchases	-	-
<b>Increase (Decrease) in Net Assets</b>	<b>\$817,705</b>	<b>\$28,108</b>
<b>Net Assets, Beginning of Year</b>	<b>\$43,492,209</b>	<b>\$43,464,101</b>
<b>Net Assets, End of Year</b>	<b>\$44,309,914</b>	<b>\$43,492,209</b>

# STATEMENT OF FINANCIAL POSITION

ASSETS	2019	2018
Cash and Cash Equivalents	\$2,438,125	\$828,726
Accounts Receivable	\$568,619	\$329,189
Unconditional Promises to Give	\$6,754,182	\$6,266,111
Other Current Assets	\$502,187	\$411,243
Property and Equipment Portraits	\$36,273,118	\$37,378,519
	\$577,538	\$577,538
<b>Total Assets</b>	<b>\$47,113,769</b>	<b>\$45,791,326</b>
<b>LIABILITIES</b>		
<b>Liabilities</b>		
Accounts Payable and Accrued Expenses	\$1,261,744	\$1,067,156
Deferred Revenue	\$342,111	\$281,961
Loan Payable	\$1,200,000	\$950,000
<b>Total Liabilities</b>	<b>\$2,803,855</b>	<b>\$2,299,117</b>
<b>NET ASSETS</b>		
<b>Unrestricted</b>		
Operating	\$398,777	\$1,012,662
Property and Equipment	\$36,092,513	\$37,446,057
<b>Total Unrestricted</b>	<b>\$36,491,290</b>	<b>\$38,458,719</b>
<b>Temporarily Restricted</b>	<b>\$7,768,624</b>	<b>\$4,983,490</b>
<b>Permanently Restricted</b>	<b>\$50,000</b>	<b>\$50,000</b>
<b>Total Restricted</b>	<b>\$7,818,624</b>	<b>\$5,033,490</b>
<b>Total Net Assets</b>	<b>\$44,309,914</b>	<b>\$43,492,209</b>
<b>Total Liabilities and Net Assets</b>	<b>\$47,113,769</b>	<b>\$45,791,326</b>



# APOLLO PEOPLE

## BOARD OF DIRECTORS

**Richard D. Parsons, Chairman**  
Senior Advisor  
Providence Equity Partners, LLC

**Ronald O. Perelman, Vice Chairman**  
Chairman and Chief Executive Officer  
MacAndrews & Forbes Holdings Inc.

**Charles Phillips, Vice Chairman**  
Chief Executive Officer  
Infor

**Willie E. Woods, Treasurer**  
President  
ICV Capital Partners, LLC

**Daisey M. Holmes, Secretary**  
President, BNY Mellon Foundation  
Managing Director, Corporate Affairs,  
BNY Mellon

**Quincy Jones, Director Emeritus**  
Chief Executive Officer  
Quincy Jones Productions, Inc.

**Ossie Davis (Deceased-1917-2005)**  
Chairman Emeritus  
Actor/Writer/Producer/Director

**Nikki Bethel**  
Senior Vice President, Talent Management  
HBO

**Tina Davis**  
Managing Director  
Corporate Sponsorships and Marketing  
Citi

**John D. Demsey**  
Group President  
The Estée Lauder Companies, Inc.

**T. Troy Dixon**  
Managing Partner  
Hollis Park Partners

**Yolanda Ferrell-Brown**  
President  
Ferrell-Brown Design, Inc.

**Maya L. Harris**  
Political Analyst, MSNBC

**Paul Tudor Jones II**  
Co-Chairman and Chief Investment Officer  
Tudor Investment Corp.

**Robert K. Kraft**  
Chairman and Chief Executive Officer  
The Kraft Group

**Loida Nicolas Lewis**  
Chair and CEO  
TLC Beatrice, LLC

**Alfred C. Liggins III**  
Chairman, TV One, LLC  
CEO/President, Radio One, Inc.

**Carolyn Minick Mason**  
Owner and Creative Director  
Love Notes, Inc  
CM2 Signature Events

**Racquel Oden**  
Managing Director Northeast Division  
J.P. Morgan

**JoAnn Price**  
Managing Partner  
Fairview Capital Partners

**Jonelle Procope**  
President and CEO (Ex Officio)  
Apollo Theater Foundation, Inc.

**Marcus Samuelsson**  
Chef/Restaurateur  
The Samuelsson Group

**Leslie M. Uggams**  
Artist

**Bronson van Wyck**  
President  
Van Wyck & Van Wyck

**Dawanna Williams**  
Founder, Managing Principal  
Dabar Development

**Pharrell Williams**  
Artist  
i am OTHER Entertainment

**Patricia Miller Zollar**  
Managing Director  
Neuberger Berman

## APOLLO THEATER EXECUTIVE STAFF

**Jonelle Procope**  
President & CEO

**Kamilah Forbes**  
Executive Producer

**Aldo Scrofani**  
Chief Operating Officer

**Donna Lieberman**  
Chief Development Officer

**Jing He**  
Chief of Staff

**Dwight Jordan**  
Project Manager to the Executive Producer

**Victoria Ellerbe**  
Associate Director of Administration

## PERFORMING ARTS PROGRAMS

**Laura Greer**  
Senior Producer

**Charisse Williams**  
Associate Director, Program Management

**Brad San Martin**  
Digital Archivist (ACP Building)

**Bintu Conteh**  
Program Assistant

**Marion J. Caffey**  
Producer, Amateur Night

**Kathy Jordan Sharpton**  
Amateur Night Coordinator/In House  
Hospitality Hostess

## EDUCATION AND COMMUNITY PROGRAMS

**Shirley Taylor**  
Senior Director of Education

**Jason Steer**  
Associate Director, Apollo Theater Academy

**Shenica Odum**  
Associate Director, Apollo Theater Academy

**Debbie Ardemendo**  
Associate Director of Education

**Princess Belton**  
Education Manager

**Chinai Hardy**  
School Program Coordinator

**Yanira Gonzalez**  
ATA Education Coordinator

**Lindsay Bernardez**  
Education Assistant

**Billy Mitchell**  
Tour Director and Apollo Ambassador

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

**Monica Williamson**  
Community Programs Assistant

## PRESS AND COMMUNICATIONS

**Fatima Jones**  
Senior Director of Public Relations and  
Communications

**Jarred Hopkins**  
PR Manager

**Kersten Stevens**  
Social Media Consultant

## MARKETING

**Samantha Campbell**  
Senior Director of Marketing

**PennyMaria Jackson**  
Marketing Director

**Kristen Hill**  
Assistant Director of Marketing

**Chelsea Warren**  
Marketing Assistant

**Toni Israel**  
Audience Development Consultant

## DEVELOPMENT

**Sarah Rodriguez**  
Director of Development

**Kathleen Hyppolite**  
Director of Special Events

**Corrine Gordon**  
Manager of Special Events

**Germono Toussaint**  
Individual Giving Manager

**Eh-den Perlove**  
Development Assistant

## FINANCE

**Kelly McKaig**  
Senior Director of Finance

**Carlos Rivera**  
Accounting Manager

**Rebeca Rodriguez**  
Payroll Associate

**Shakeen Johnson**  
Accounting Assistant

## INFORMATION TECHNOLOGY

**Lewis Bent**  
Director of Information Technology

**Elijah Timmons**  
Help Desk Technician

## GENERAL MANAGEMENT

**Joe Levy**  
General Manager

**Diane Dispo-Klein**  
Director of Facility Sales

**Sukari Mtume**  
Facility Sales Associate

**Monet Morris**  
Event Coordinator

**Naima Moore-Turner**  
Theater Operations Administrator

**Shenequa Brown**  
Office Manager

## PRODUCTION

**Gracelyn Woods**  
Technical Supervisor

**Karen Walcott**  
Production Supervisor

**Marvin Garner**  
Head of Electrics

**Joe Gray**  
Head Carpenter - Back Stage Office

## BOX OFFICE

**Keshave Sattaur**  
Box Office Treasurer

**Kevin Dozier**  
Box Office Assistant Treasurer

**Liz Baez**  
Historic Tours & Group Sales Coordinator

## THEATER OPERATIONS

38

**Dennis Walls**  
Director of Building Operations

**Walter Steele**  
Security Manager

**Kim Smith**  
Security Supervisor

**Q. McKenney**  
Director of Patron Services

**Christian Doviw**  
House Manager

**Chad Battle**  
Events Services Manager

**Eduardo Quimis**  
Maintenance

**Fanny Aucacama & Carmen Encarnacion**  
Housekeepers



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# APOLLO

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