



2022-2023 ANNUAL REPORT



CAPITOL THEATRE - 811 MAIN, MONCTON NB
CAPITOL.NB.CA |   @CAPITOLMONCTON

MESSAGE FROM OUR DIRECTOR

Wow - what a year! Our 100th anniversary season was filled with celebrations that created memories to last another 100 years! Unforgettable highlights include our big 100th show held in October starring Gregory Charles who sang his way through the decades, accompanied by the musicians of Tutta Musica. We also welcomed hundreds of visitors who got to see and appreciate the more private spaces of our historic hall during our Open Door events. Guests shared memories of time spent with loved ones watching movies before our theatre was restored, while others talked about thrills they had at recent live events. Watching children's faces light up the first time they saw KEVIN, our adorable Mascot, was also loads of fun!

Our 29th programming season was a kaleidoscope of colour, sound and emotion as more than 62,000 ticket holders attended more than 175 performances from all performing arts disciplines. We are proud to have presented the best in dance, music, singer-songwriters, theatre troupes, ballet companies, circus acts, comedians, variety acts and more - you name it, we had it!

We couldn't deliver our season without the support of our partners who care about making the arts accessible as much as we do. Many thanks to our Season Partner Louisbourg Investments who have been supporting the Capitol for over a decade. Also, heartfelt thanks to our partners at Atlantic Lottery Corporation who made it possible to offer a 50% discount for those aged 19-35, and to TD Bank for shining a spotlight on diverse voices in the arts and providing visibility to local groups who work tirelessly to make our community a more inclusive place.

Looking forward, we can't wait to welcome audiences to our beautiful hall with its plush new seats (Summer 2024). We also look forward to welcoming our members, patrons and first-time visitors. Without you, well, what would be the point? Your love of live performances and support of our beloved theatre keeps us energized and up to the challenge of surprising you each season.

So much for 100 being old – we're just getting started!

Kim Rayworth
Managing Director



MESSAGE FROM THE BOARD OF DIRECTORS

On behalf of the Board of Directors, I am pleased to present this year's Annual Report. The audited financials prepared by Deloitte show a small surplus and were accepted by our Board on October 12th. Season 29 connected audiences with a record number of performers and delivered our strongest financial position in the current era of the Capitol.

We gratefully recognize the unwavering support of the municipalities of Moncton, Dieppe, and Riverview. Since the restoration of the theatre in 1993, they have provided core operations funding, necessary for us to deliver quality programming from all performing arts disciplines. We would also like to thank our corporate partners for providing critical funding for our access programs. Thanks to the TD Connects, ALC Arts Access and other community access programs, more members of our community were able to feel the joy and excitement of a live performance.

In addition to dozens of activities organized by staff to commemorate the 100th anniversary last season, our 14-member Board of Directors oversaw the completion of a full digital assessment and resulting strategy, many important capital projects, and an enhanced organizational commitment to advance inclusion and diversity in everything the Capitol does.

I want to sincerely thank my fellow Board members for their continued support and dedication, our precious volunteers, devoted staff and you, our valued patrons.

We look forward to seeing you.

Nicole Gautreau
Chair of the Board of Directors



REVENUE

28.12%
PUBLIC FUNDS

5.43%
SPONSORSHIPS
AND DONATIONS

66.45%
EARNED REVENUE:

- Capitol Presentations
- Sales of Services
- Hall Rentals
- Capitol Theatre Academy
- Theatre Concessions
- Membership Program
- Other Revenue



The Capitol Theatre thanks our funders:

CORE FUNDING

- City of Moncton
- City of Dieppe
- Town of Riverview



PROGRAM FUNDING

GOVERNMENT OF CANADA

- Canada Arts Presentation Fund
- Re-Engaging Audiences Fund
- Building Communities through Arts and Heritage - Community Anniversaries Program
- Building Communities through Arts and Heritage - Legacy Fund
- Canada Summer Jobs Program

CANADA COUNCIL FOR THE ARTS

- Digital Generator

PROVINCE OF NEW BRUNSWICK

- Arts Organizations (non-profit) Touring and Presenting Grant - Presenting Component
- Arts in Communities Program
- New Brunswick Commemorations and Celebrations Program
- Built Heritage Program
- Working NB Labour Force Adjustment Program
- Regional Development Corporation - Community Development Fund

2022-2023 FACILITY IMPROVEMENTS

Maintenance and improvements to our designated heritage property are supported by the City of Moncton and a ticket levy applied to each ticket sold.



SAFETY & SECURITY

- Fire & Life Safety projects
- Fire alarm system upgrades
- Fly system inspection & training
- Door hold-open devices



ACCESSIBILITY

- Ability NB Accessibility audit
- Accessible washroom improvement - motorized door



TECHNOLOGY

- Specialized equipment upgrade - sound console
- Computer upgrades



PATRON EXPERIENCE

- Permanent exhibit celebrating 100th anniversary



BUILDING MAINTENANCE

- Roof replacement - Section 9
- Exterior parking repair
- Updated HVAC systems



CAPITOL HOUSE - 33 CHURCH STREET

- Foundation Repair
- Maintenance and interior improvements



BUDGET SHEET

Statement of operations

Year ended June 30, 2023

	2023	2022
	\$	\$
Revenue		
Capitol presentations	868,912	393,096
Sale of services	457,295	334,357
Rentals	173,834	111,114
Lounge and bar	178,184	103,346
Sponsorships and donations	155,750	101,893
Other government grants	131,800	56,142
Canadian Heritage grant	126,000	135,000
Theatre Academy	112,274	110,096
Membership program	51,174	36,786
Interest	32,958	1,228
Empress and other rentals	16,627	12,402
Other revenue	15,128	7,296
	2,319,936	1,402,756
Municipal operating grants	549,066	549,066
	2,869,002	1,951,822

	2023	2022
	\$	\$
Direct costs		
Capitol presentations	704,904	315,184
Theatre Academy	147,280	141,487
Lounge and bar supplies	92,663	56,982
Costs of services	15,354	11,197
	960,201	524,850
Operating expenses		
Salaries and benefits	1,170,274	648,380
Occupancy	211,000	285,123
Sales and marketing	302,423	265,154
General	239,288	145,204
	1,922,985	1,343,861
Excess of revenue over expenses (expenses over revenue) before other items	(14,184)	83,111
Other items		
Capital improvement fund ticket levy	238,298	180,067
Amortization of deferred contributions related to capital assets	216,866	147,642
Unrealized Investment Gain (Loss)	6,523	-
Amortization of capital assets	(287,450)	(295,932)
	174,237	31,777
Excess of revenue over expenses	160,053	114,888

PROGRAMMING AND ACTIVITIES



276
DAYS
IN USE

26% increase
from 2021-2022

176
TOTAL
PERFORMANCES

88 Capitol Presentations
88 Rental Events



ATTENDANCE
66,145



HIGHLIGHTS:

ONSTAGE

- The Capitol provided waived/reduced fees to 40+ local cultural events, including:
 - Sistema NB - Community performance
 - Hubcap Comedy Festival
 - Académie de ballet classique et danses modernes
 - Noël avec Les Muses, les frères Belivo & Roland Gauvin
 - Atlantic Ballet Atlantique Canada - PISUWIN
 - Université de Moncton Opera Workshop
 - Anglophone East School District Dramafest
 - Les productions DansEn Corps - School matinee
 - A Beacon in the Night - A Celebration of Mental Health
- Five local non-profits were featured as part of our TD CONNECTS series:
 - Atlantic Wellness
 - Kehkimin Wolastoqey Immersion School
 - Ensemble Moncton
 - YMCA of Greater Moncton
 - Youth Impact Jeunesse

OFFSTAGE

- Indigenous Reconciliation Awareness Module (IRAM) training
- Capacity and Operational Excellence training
- Digital Assessment and Strategy
- Canadian Artists' Representation/Le Front des artistes canadiens (CARFAC) Maritimes enrollment

CAPITOL ART GALLERY

The Capitol Art Gallery showcases five professional regional visual artists each season. Our public exhibition space is located in our main lobby, a space visited by approximately 100,000 visitors each year. The Capitol Theatre pays a professional artist fee in accordance with CARFAC standards and retains no commission on the sale of artworks.

2022-2023 EXHIBITIONS:

- Mathieu Chiasson (Dieppe, NB)
- Bonnie Folkins (Little Shemogue, NB)
- April Pyne (Moncton, NB)
- Maurice Cormier (Campbellton, NB)
- Rotchild Choisy (Moncton, NB)



100th ANNIVERSARY

On October 6, 2022, the Capitol Theatre marked 100 years since our stunning heritage theatre first opened its doors. The Capitol commemorated this historic occasion with a season of celebratory events for the whole community.

15
EVENTS

93
ARTISTS

30
COMMUNITY
PARTNERS

240
VOLUNTEERS



HIGHLIGHTS

ONSTAGE

- The Capitol Theatre's 100th Anniversary Show featuring Gregory Charles and the Tutta Musica Orchestra
- Performance Series:
 - DRACULA (1931) with live original score performed by Resonance Music NB
 - Wolf Castle and The Olympic Symphonium
 - Atlantic Ballet of Canada - PISUWIN
- Capitol Theatre Academy Original Community Production - À la recherche du Heart of the Arts
- Free Open Doors Events (featuring live historical interpretation and movie screenings)
 - September 18
 - January 8
 - April 16

OFFSTAGE

- Free Capitol 100th Anniversary Retrospective Exhibit located throughout the Capitol Theatre
- Free Children's Activity Book
- Creation of Commemorative Video
- Time Capsule
- Digital Shorts Series - Moments in Capitol History (social media)

KEVIN THE CORGI

Meet Greater Moncton's favourite canine - Kevin the Corgi! Follow @kevincapitol on Instagram and TikTok for behind-the-scenes hijinks!



THE SOUND OF MUSIC

February 2023 marked the Capitol Theatre's sixth annual musical production, in partnership with the Tutta Musica Orchestra. After two years of pandemic-forced hiatus, THE SOUND OF MUSIC engaged a team of over 100 people to create magic for thousands of theatre lovers.

HIGHLIGHTS

- 10 public performances
- 550 local students at our sold-out school matinee
- 7 local organizations attending our free nonprofit preview

TOTAL
ATTENDANCE
8,126



"The Sound of Music was absolutely fantastic. I would say it was New York quality! //

« Super beau spectacle!! L'orchestre, le chant, les acteurs, la scène, tout était parfait!! »

"Performers, music, singing, costumes and backdrop panels were incredible. Privilege to attend such a fabulous performance. //

"A very special production. Well put together congratulations to all. Unbelievable for Moncton. Let's have more. //

« Les interprètes, le son et l'éclairage et les musiciens étaient tous spectaculaires. Et encore plus spécial fut l'inclusion du français dans la pièce. Je suis fière de ma ville de Moncton et du Théâtre Capitol. Félicitations/Well done! »

"Excellent performance. Top quality performers and singing. Enjoyed by all ages 7-67. //

COMMUNITY

2022 FRIENDS OF THE CAPITOL CAMPAIGN

The Capitol is deeply grateful to our individual donors, who generously support our accessibility and community impact programs.

FUNDS
RAISED
\$22,469

IMPACT

- **352** complimentary show vouchers issued to local nonprofit groups
- **550** local nonprofit members attended The Sound of Music's free nonprofit preview
- **12** bursaries issued for Capitol Theatre Academy programs
- **6** Pay What You Will performances - total attendance **1,880**
 - Dracula
 - Miro
 - Rube & Rake
 - Wolf Castle & The Olympic Symphonium
 - Artistic Fraud of Newfoundland - Between Breaths
 - Dufflebag Theatre - Robin Hood

ADDITIONAL IMPACT

- **57** opera box certificates donated to local charitable fundraisers
- **\$66,757** in waived or reduced rental fees provided to local artists and organizations
- **24** days of residency provided for local artistic groups

TOTAL
ESTIMATED
VALUE
OF COMMUNITY
INITIATIVES:
\$220,427

VOLUNTEERS

The Capitol Theatre relies on an incredible team of over 200 volunteers to provide our audiences with an exceptional patron experience. Throughout the history of the Capitol, volunteers have been at the heart of our programming and events.

Estimated value of saved wages for our nonprofit organization: **\$142,500**

TOTAL
VOLUNTEER
HOURS
CONTRIBUTED
9,500

THE RITA-LEE-KING VOLUNTEER OF THE YEAR AWARD

was presented to **Pierrette Leger** for her dedication to providing an exceptional experience for our guests. Pierrette is known as a passionate volunteer who always brings ideas and creativity. Thank you, Pierrette!

THE CAPITOL THEATRE VOLUNTEER

SCHOLARSHIP was awarded to **Kio Salam**, daughter of volunteer Marion Rey, who will be pursuing a Bachelor's degree at Mount Allison University with a major in International Relations and a minor in Japanese.

Awards are presented annually at our annual Volunteer Appreciation Night.



CAPITOL THEATRE ACADEMY

The Capitol Theatre Academy is an outreach project of the Capitol Theatre, offering performing arts instruction and opportunities in both official languages for children, youth, adults and seniors in a professional environment.

The Capitol Theatre Academy is proud to provide program bursaries for newcomers and/or families facing financial barriers.

The Academy granted 12 bursaries in 2022-2023.

HIGHLIGHTS:

35 Total Activities

3,656 Total Participants



SPECIAL PROJECTS

The Capitol Theatre Academy collaborates with local artists, educators and nonprofit groups to increase access to performing arts in our community.

Community Production - À la recherche du Heart of the Arts

"À la recherche du Heart of the Arts" is an original comedy performed in English, French and Chiac. Presented as part of the Capitol's 100th-anniversary celebrations, À la recherche du Heart of the Arts was written, directed and performed by local artist CJ Norris and featured a diverse cast of 22 amateur performers aged 12-60 under the mentorship of professional and emerging artists.

8 Artists

2 Performances

239 Total Attendance

100th Anniversary Open Door Events - Free live historical interpretation

The Capitol Theatre Academy worked with emerging and professional artists to create original monologues chronicling 100 years of history at the Capitol Theatre.

3 Free Open Door Events

18 Free Public Tours

▪ French, English & bilingual performances

11 Artists

608 Total Participants

PARTNERSHIPS

The Capitol Theatre Academy collaborated with over **40** community partners in 2022-2023.

HIGHLIGHTS:

- Multicultural Association of Greater Moncton (MAGMA), le Centre d'accueil et d'accompagnement francophone des immigrants du Sud-Est du Nouveau-Brunswick (CAFI): free workshops, collaboration for community activities, tours for newcomers
- L'Association du Nouveau-Brunswick pour l'intégration communautaire (ANBIC) et Autism Resources Centre: Integration programs, free workshops
- Anglophone East & Francophone Sud School Districts: free theatre workshops for students, educational workshops for teachers, support of AESD Drama Fest
- Université de Moncton, Mount Allison University, Dalhousie University, CCNB & Oulton College: workshops, consultation/ collaboration on special projects, internships
- théâtre l'Escaouette, Satellite Théâtre, Theatre New Brunswick, Théâtre Populaire d'Acadie: access to our spaces, collaborative promotion and outreach

CAPITOL THEATRE ACADEMY ADVISORY BOARD

The Academy's Advisory Board provides advice, direction and support. Its members represent a cross-section of arts, education and community professionals.

2022-2023 Advisory Board:

- | | |
|--------------------------------|----------------------------|
| ▪ Élise Desveaux-Graves | ▪ Geneviève Maltais |
| ▪ Ginny Hill | ▪ Marshall Button |
| ▪ Tim Borlase | ▪ Kim Rayworth |
| ▪ Dianna St-Pierre | ▪ Mélanie Lavoie |
| ▪ Blair Lawrence | |
| ▪ Jessica Haché | |
| ▪ Yves Doucet | |

*A full Capitol Theatre Academy annual report is produced each year and presented at the Capitol Theatre's Annual General Meeting.

CAPITOL TEAM

CAPITOL THEATRE STAFF

- **Kim Rayworth** - Managing Director
- **Yolaine Robichaud** - Director of Operations
- **Geneviève Maltais** - Director of Communications and Marketing
- **Patricia McCaig** - Director of Finance
- **Melannie Eldridge** - Director of Development
- **Mélanie Lavoie** - Director of the Capitol Theatre Academy
- **James Butler** - Technical Director
- **Marshall Button** - Artist in Residence
- **Julie Pallot** - Manager of Guest Services & Rentals
- **Jason Landry** - Manager of Sales & Ticketing Services
- **Laura Perry** - Lead Front of House and Volunteer Coordinator
- **Julien Babineau** - Box Office Agent
- **Jessica Poirier** - Box Office Agent
- **Marie-Louise LeBlanc** - Housekeeping

The Capitol also relies on over 60 dedicated part-time and casual staff supporting our Box Office, Front of House, Guest Services, Technical Departments and Capitol Theatre Academy.

BOARD OF DIRECTORS

- **Nicole Gautreau** - President
- **Thomas Raffy** - Vice President
- **Joelyn Bernard** - Treasurer
- **Brigette Kenny** - Secretary
- **Councillor Susan Edgett** - City of Moncton
- **Councillor Mélyssa Janin** - City of Dieppe
- **Councillor Wayne Bennett** - Town of Riverview
- **Julie Chiasson**
- **Darrell Nameth**
- **Patrick J. O'Brien**
- **Michelyne Paulin**
- **Steven Price**
- **Tina Smith**
- **Jean-Benoît Vanier**



POST-SHOW SURVEY HIGHLIGHTS



"The venue is perfect. The staff was pleasant. Comfortable seats. Wonderful atmosphere."

"Always enjoy the Capitol Theatre. Thankful for having such a beautiful building in Moncton."

"Exceptional production! The lighting, sound, staging and performance were outstanding! One of the best I've ever seen."

"I love the Capitol Theatre whether it be plays, music or dance."

"Felt great and happy."

"Moncton needs more culture like this!"