



2024-2025 ANNUAL REPORT



MESSAGE FROM OUR DIRECTOR

As we reflect on this past year, I am filled with immense pride and gratitude for the season we've shared at our beautiful Capitol Theatre. With 195 performances brought to life on our stage, we have not only entertained but inspired, connected, and uplifted our community. These events have drawn thousands through our doors, strengthening our bond with existing patrons, while welcoming a wave of new audience members. This is proof that the arts remain a vital thread in the fabric of the Greater Moncton area.

This success would not be possible without the extraordinary dedication of our team. Our staff and volunteers are at the heart of everything we do. From behind-the-scenes to front-of-house, their passion and professionalism have elevated every performance and experience within our walls.

This year, we also made significant strides in preserving and enhancing our historic venue. As stewards of this cherished heritage property, we undertook major infrastructure improvements. These upgrades have improved accessibility, safety, and the overall audience experience - laying the groundwork for another century of unforgettable moments.

Our impact reaches beyond the stage. By presenting a rich and diverse program of events, we've contributed meaningfully to the local economy, supported hundreds of jobs, and reinforced the cultural vitality of our region.

To our audiences, partners, donors, and supporters - thank you. Your belief in our mission fuels our momentum. Together, we are not only building a thriving arts centre, but a stronger, more connected community.

With gratitude,

Kim Rayworth
Managing Director



MESSAGE FROM THE BOARD OF DIRECTORS

This past year has been one of momentum for the Capitol Theatre. Guided by our 2023–2027 Strategic Plan, we have set the direction for the themes that will shape the Capitol's future: strengthening diversity and inclusion, enhancing accessibility, deepening cultural partnerships, and safeguarding the sustainability of our historic venue. Thanks to the dedication of our Managing Director and her talented team, these commitments are not only guiding principles, they are becoming tangible progress. From inclusive leadership initiatives to capital improvements that preserve our heritage while modernizing the audience experience, their work continues to bring the Plan to life.

On behalf of the Board, I want to extend sincere thanks to our staff, volunteers, and especially to our three municipalities, Moncton, Dieppe, and Riverview, as well as to our many partners and donors. Your support is the foundation that allows the Capitol to inspire, connect, and transform our community.

As we look ahead, the Capitol Theatre is well-positioned not only to deliver exceptional artistic experiences, but also to embody the values of inclusion, accessibility, and community vitality that ensure its place at the heart of the Greater Moncton area for decades to come.

With appreciation,

Thomas Raffy
Chair of the Board of Directors



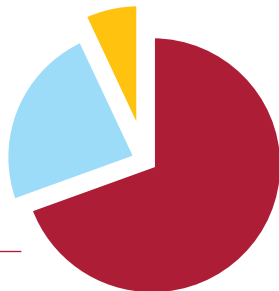
REVENUE

23.4%
PUBLIC FUNDS

7%
SPONSORSHIPS
AND DONATIONS

69.6%
EARNED REVENUE:

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



Thanks to our funders:

CORE FUNDING



PROGRAM FUNDING

GOVERNMENT OF CANADA

- Canada Arts Presentation Fund - Canadian Heritage
- Canada Cultural Spaces Fund - Canadian Heritage
- Atlantic Canada Opportunities Agency
- Canada Summer Jobs Program

PROVINCE OF NEW BRUNSWICK

- Arts Culture NB - Arts Organizations (non-profit) Touring and Presenting Program
- Arts Culture NB - Arts in Communities
- Arts Culture NB - Strategic Initiatives Fund
- Working NB Labour Force Training Program
- Regional Development Corporation - Community Development Fund

2024 FACILITY IMPROVEMENTS

Maintenance and improvements to our designated heritage property totalled more than \$1 million this year and were supported by federal, provincial and municipal partners. The Capitol also collects a levy for every ticket sold.



PATRON EXPERIENCE

- Main Hall refurbishment project
 - New seats
 - New handrails
 - New carpet
 - Painting



SAFETY & SECURITY

- Fire-rated doors
- Fire stoppage - basement
- Magnetic hold-open devices



TECHNOLOGY

- Specialized equipment upgrade - House lighting
- Specialized equipment upgrade - Clear Com
- Computer replacements



BUILDING MAINTENANCE

- Masonry repointing and repair
- HVAC upgrades - Main condensing unit
- Fly system inspection
- Acoustic assessment
- Flooring - Administration offices



CAPITOL HOUSE - 33 CHURCH STREET

- New heat pump
- Painting

siège
ACHETEZ UN
NAME A
seat

**SUPPORT FUTURE
INFRASTRUCTURE IMPROVEMENTS
BY NAMING A SEAT TODAY!**



BUDGET SHEET

Statement of operations Year ended June 30, 2025

	2025 \$	2024 \$
Revenue		
Capitol presentations	987,866	1,211,956
Sale of services	495,911	490,871
Rentals	195,657	201,729
Lounge and bar	163,917	162,295
Sponsorships and donations	218,087	197,367
Other government grants	36,750	55,250
Canadian Heritage grant	67,500	60,000
Theatre Academy	154,603	109,167
Membership program	103,614	91,500
Interest	66,392	79,190
Empress and other rentals	18,078	14,973
Other revenue	16,871	13,048
	2,525,246	2,687,346
Municipal operating grants	569,365	558,921
	3,094,611	3,246,267



	2025 \$	2024 \$
Direct costs		
Capitol presentations	815,147	915,257
Theatre Academy	179,162	164,930
Lounge and bar supplies	89,557	91,172
Costs of services	30,447	29,460
	1,114,313	1,200,819
Operating expenses		
Salaries and benefits	1,420,927	1,277,940
Occupancy	261,463	290,356
Sales and marketing	295,518	313,919
General	260,346	283,272
	2,238,254	2,165,487
(Deficiency) excess of revenue over expenses before other items	(257,956)	(120,039)
Other items		
Capital improvement fund ticket levy	338,748	237,028
Amortization of deferred contributions related to capital assets	223,672	204,027
Realized Investment Gains	73,052	50,853
Unrealized Investment Gain (Loss)	75,376	82,919
Amortization of capital assets	(308,865)	(296,267)
	401,983	278,560
Excess of revenue over expenses	144,027	158,521

PROGRAMMING AND ACTIVITIES



237
DAYS
IN USE

July 1, 2024-June 30, 2025



ATTENDANCE
95,857

470
TOTAL
ACTIVITIES



195
TOTAL
PERFORMANCES

96 Capitol Presentations
99 Rental Events

275
OTHER
EVENTS

(meetings,
receptions, press
events, etc)

HIGHLIGHTS

ONSTAGE

- **8** school matinees
- **4** TD Connects performances, highlighting local non-profits:
 - United Way Greater Moncton and Southeastern NB
 - AlterAcadie NB
 - Moncton Cares
 - Petitcodiac Watershed Alliance
- Events Hosted:
 - Arts NB Arts Atlantic Symposium
 - Jeunesses Musicales Canada 75th anniversary celebration
 - Launch - Music NB L'arrière Scène / Backstage

OFFSTAGE

- **The Capitol celebrates our Artist-in-Residence, Marshall Button, for being named a 2024 laureate of the Lieutenant-Governor's Awards for High Achievement in the Arts. Congratulations, Marshall!**
- Intercultural Training - Cultural Dimensions (CAFi/NBSE)
- Red Shirt Day - Day of Action and Inclusion for people with disabilities
- Industry Events Attended:
 - CINARS
 - FrancoFête en Acadie
 - Contact East
 - RIDEAU



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 in a typical year. The Capitol Theatre pays a professional artist fee in accordance with CARFAC standards and retains no commission on the sale of artworks.

2024-2025 EXHIBITIONS:

- Natt Cann (Moncton, NB)
- Ji Ryu (Riverview, NB)
- Norelice Mboutou (Fredericton, NB)
- Sara Milardovic (Italy)
- Alisa Arsenault (Moncton, NB)

MEMBERSHIPS

The Capitol membership program deepens our connection with our audiences. Membership benefits motivate our patrons to attend more frequently, purchase tickets earlier and support a wider variety of performances.

Launched in 2016 with a goal of 100 members, our program reached **1,985 households in 2024-2025.**



THE ADDAMS FAMILY

February 2025 marked the Capitol Theatre's eighth annual musical production, in partnership with Tutta Musica Orchestra. Thanks to the team of over 100 people who worked tirelessly to create another year of magic for thousands of theatre lovers.

HIGHLIGHTS

- 10 public performances
- 1 school matinee
- 1 free nonprofit preview

ESTIMATED
TOTAL
ECONOMIC
IMPACT:

\$1,285,972

TOTAL
ATTENDANCE:
6,364



A Broadway performance with amazing sets, singing, and acting. Incredible. A pleasure to attend this incredible show.

Tonight's talent was excellent. Everything from the singing, dancing, choreography, set design, costumes, makeup, hair, and projections made this a first-class production.

Le spectacle a été de haute qualité. Les comédiens étaient merveilleux! J'ai tellement rit! J'ai aimé les références locales ajoutées au dialogue: Buy Canadian!

Amazing production! Better than shows I have seen on Broadway!

Excellent spectacle! Très professionnel! Digne des spectacles de Broadway!

Possibly the best theatrical experience I've ever had, having been to over sixty national and international shows, outstanding, you should all be proud of what you have going on, thank you.

This experience was mind-blowing!! We would not have seen better on Broadway. We are so fortunate to have the Capitol in Moncton and to have the opportunity to see such an array of performances.

COMMUNITY

The Capitol is deeply rooted in the community we serve. We are proud to partner with cultural organizations, educational institutions, nonprofits and businesses to create a positive impact within our community.

**TOTAL ESTIMATED
VALUE OF
COMMUNITY
INITIATIVES:
\$150,000+**

IMPACT

- 589 complimentary show vouchers issued to local nonprofit groups
 - Arts Are For Everyone
 - TD Connects
 - “Supported” Price Tier
- 400 local nonprofit members attended our free preview of *The Addams Family*
- 29 bursaries issued for Capitol Theatre Academy programs
- 4 Pay What You Will performances - total attendance 2,258
- 114 opera box certificates donated to local charitable fundraisers
- \$20,720 in waived or reduced rental fees provided to local artists and organizations
- Increased access (waived/reduced fees) for local cultural groups and events, including:
 - Anglophone East School District
 - Francophone School École l’Odyssée
 - Atlantic Arts Symposium
 - Music New Brunswick



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:
\$190,000

**TOTAL
VOLUNTEER
HOURS
CONTRIBUTED:
12,000**



THE RITA-LEE-KING VOLUNTEER OF THE YEAR AWARD was presented to Paul Saunders for his dedication to providing an exceptional experience for our guests. Thank you, Paul!

THE CAPITOL THEATRE VOLUNTEER SCHOLARSHIP was awarded to **Miangy Andriamahenia**, son of volunteer Hony Andriamahenia. Miangy is entering his final year of studies in Business Administration.

11 Capitol volunteers were celebrated for 25+ years of volunteering in 2025.

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 performances 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 29 bursaries in 2024-2025.**

HIGHLIGHTS

111 Total Activities

- Sessions
- Camps
- Workshops
- Guided Visits
- Presentations

FREE
ACTIVITIES
PROVIDED
FOR
3,230
COMMUNITY
MEMBERS

SPECIAL PROJECTS

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

A total of 15 workshops were offered to local educational and cultural groups.

Participants: **434**



CREATION OF KEVIN'S PLAY

An original short play for young children was created by a team of seven emerging artists, under the mentorship of Marshall Button and Mélanie Lavoie. Work-in-progress presentations were adapted for different age groups (6–8 years old). Two local actors developed a version for four presentations at the Salon du livre de Dieppe in October.

PARTNERSHIPS

The Capitol Theatre Academy collaborated with 24 community partners in 2024-2025, including:

- NB Children's Foundation
- Pro Kids Riverview
- Ukrainian Association of Moncton
- CAFI
- MAGMA

HIGHLIGHTS

Free workshops and/or tours for groups, including:

- le Centre d'accueil et d'accompagnement francophone des immigrants du Sud-Est du Nouveau-Brunswick (CAFI)
- École Anna-Malenfant
- École Sainte-Thérèse
- École Le Marais
- Université de Moncton
- Co-Op & internship/mentorship program - École L'Odysée



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.

2024-2025 ADVISORY BOARD:

- Élise Desveaux-Graves
- Ginny Hill
- Tim Borlase
- Jessica Haché
- Yves Doucet
- Geneviève Maltais
- Marshall Button
- Kim Rayworth
- Mélanie Lavoie

*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** - Assistant Managing Director / Director of Communications & Marketing
- **Patricia McCaig** - Finance Manager
- **Melannie Trenholm** - Director of Development
- **Mélanie Lavoie** - Director of the Capitol Theatre Academy
- **James Butler** - Technical Director
- **Marshall Button** - Artist-in-Residence
- **Julie Pallot** - Manager of Rentals & Guest Services
- **Jason Landry** - Ticketing Manager
- **Guy-Luc Thériault** - Digital Marketing Coordinator
- **Laura Perry** - Lead Front of House & Volunteer Coordinator
- **Julien Babineau** - Box Office Agent
- **Jessica McEachern** - Box Office Agent
- **Lorna Haban** - Housekeeping
- **Liesel Mariano** - 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

- **Thomas Raffy** - President
- **Jean-Benoit Vanier** - Vice-president
- **Joelyn Bernard** - Treasurer
- **Brigette Kenny** - Secretary
- **Nicole Gautreau** - Past President
- **Susan Edgett** - Councillor, Moncton
- **Mélyssa Janin** - Councillor, Dieppe
- **Richard Blackstock** - Councillor, Riverview
- **Julie Chiasson**
- **Tina Smith**
- **Brian J. Francis**
- **Graham Giles**
- **Lauren Guitard**
- **Elizabeth Gibson**
- **Barbara Quigley**



POST-SHOW SURVEY HIGHLIGHTS

Good to see this type of culture come to Moncton.

The overall venue is one of my favourites in Atlantic Canada and maybe the country!

Loved it all!! The theme, the show itself, the vibe, ALL OF IT!! Such a great job! THANK YOU!

From the coat check to checking my ticket to reaching my seat, everything went smoothly. Including a great performance.

First time at this theatre. Felt like we stepped back in time. Absolutely loved it and loved the performance; would go again.

The Capitol never disappoints.

It was just such a happy and beautiful experience all around! The staff were so friendly and approachable, had smiles for all.

The Capitol Theatre brings me joy each and every time I walk through those big front doors.

Love all of it!!! We are so lucky to have such great programming in our beautiful Theatre!

I always love being in the beautiful Capitol Theatre. The vibe is always pleasant.

The Capitol Theatre is a beautiful venue and we are very happy to have that in our city.

Great seats, great show, great service - what's not to like??

From ticket purchase to being escorted directly to our seats, the Capitol team knows what customer service is about.

I have attended the Capitol Theatre as a child for movies and events and to have such a beautiful space for ongoing concerts and events is a fabulous gift to the City of Moncton and any guests/performers who grace our building.