

2022 ANNUAL REPORT



Prepared May 2023

South Shore
SST
Summer Theatre

WELCOME

Our inaugural year was marked by a global pandemic and the many challenges that come with a crisis of this magnitude. South Shore Summer Theatre Association jumped many hurdles in its infancy. At a time when many young people were experiencing isolation, battling mental health issues and fear of the unknown after living in a largely virtual world for 2 years, our Board remained committed to realizing our vision and reaching as many young people as possible throughout the South Shore.

In the summer of 2022, South Shore Summer Theatre staged a production of *Jesus Christ Superstar* with a cast of 17 talented young performers, some who had never been on stage before. The live band consisted of some of the region's best-known musicians including East Coast Music Award nominee, John Janigan Mills, Erin Donovan, Morgan Zwicker and Liam Britten. We performed to nearly sold-out audiences at the Lunenburg Opera House and Astor Theatre in Liverpool and reached close to 1200 people.

South Shore Summer Theatre began 2022 with a zero-bank balance. We stayed debt free without any government funding and supported our brand-new youth theatre program while contributing close to \$17,000 in honoraria and strengthening artist employment in our community. We maximized value with expenditures in production costs with a focus on recycling costumes, sets and props for future shows. We ended the summer with close to \$2,500 in the bank.

South Shore Summer Theatre closed the curtain on 2022 with a feeling of hope and endless possibilities. Playing a greater role in the lives of more young people, increasing our reach and focusing on our commitment of diversity, equity and inclusion is a major Board priority for 2023. The Board continues to work on your behalf to develop strategies to increase our cash flow and strengthen federal, provincial and municipal partnerships and reach more patrons, corporate sponsors and donors.

As I look back on our first year, I'm reminded of how good it felt to see young people engaged, creating and developing as artists and of the swelling pride as I watched these talented and committed young artists wow audiences every single night. These memories triggered similar ones still clear in my mind of pivotal moments in my own childhood growing up through the same program. I remember not wanting the summer to end and counting the days to auditions.

As the curtain rises on South Shore Summer Theatre's 2023 season, I find myself counting down the days once again. Thank you to all our supporters for giving us all the promise of another unforgettable summer. The show must go on. See you at the Astor Theatre.

Jerri Southcott

President and Chair, South Shore Summer Theatre Association Board of Directors

*"FENNYMAN: The theatre has been closed down by the plague.
HENSLOWE: Mr. Fennyman, allow me to explain about the theatre business. The natural condition is one of insurmountable obstacles on the road to imminent disaster.
FENNYMAN: So, what do we do?
HENSLOWE: Nothing. Strangely enough, it all turns out well.
FENNYMAN: How?
HENSLOWE: I don't know. It's a mystery."*

Shakespeare in Love

In December of 2021, my sister Jerri contacted me with an idea to start a youth musical theatre summer program on the South Shore based on a similar program that our parents started in North Bay, Ontario that is now in its 36th year. We knew it would be a challenge. Who starts a theatre group at the tail end of a worldwide pandemic? Well ... We did.

Miraculously, we were able to put together an enthusiastic Board of Directors, an exceptionally talented staff and community volunteers. Most importantly, we were able to convince a cast of young people to trust us, and themselves, that we could pull it off. It wasn't easy. As my mother used to say, "anything worth doing, seldom is." Only 3 people showed up for our information night and only 7 auditioned. Little by little, over the first month of rehearsals, we were able to fill out the cast only to be hit with the COVID bug and lose a week of rehearsals. In the end, despite many challenges, it all turned out well. After the success of our first summer, I am confident that our second will be as successful, if not more.

Shane Southcott

Artistic Director, South Shore Summer Theatre Association

OUR OBJECTIVES

TO PROVIDE YOUNG PEOPLE WITH A UNIQUE, REAL LIFE LEARNING OPPORTUNITY WHILE CONTRIBUTING TO ARTS AND CULTURE IN THE COMMUNITY. THE CREATION OF PROFESSIONAL-QUALITY MUSIC THEATRE PRODUCTIONS TO ATTRACT TOURISTS TO THE AREA AND HELP TO PROMOTE THE SOUTH SHORE AS A DESTINATION FOR ARTS AND CULTURE EVERY SUMMER.

OUR GOALS

TO PROVIDE AN ENRICHING, SUPPORTIVE AND COOPERATIVE ENVIRONMENT FOR ALL PARTICIPANTS THAT FOSTERS INCLUSIVENESS, RESPECT, RESPONSIBILITY AND CREATIVITY. THE PROGRAM INCLUDES YOUNG ACTORS, SINGERS AND DANCERS, AND A PRODUCTION TEAM OF THEATRE, MUSIC AND DANCE PROFESSIONALS WITH DECADES OF EXPERIENCE, ALONG WITH VOLUNTEERS, INCLUDING PARENTS AND COMMUNITY MEMBERS WHO HELP IN THE CONSTRUCTION OF SETS AND PROPS, MAKEUP, COSTUMES, PROMOTION AND LOGISTICS.

LAND ACKNOWLEDGEMENT

In the spirit of reconciliation, South Shore Summer Theatre Association acknowledges that we live, work and create on the traditional territory of Mi'kma'ki, the ancestral and unceded territory of the Mi'kmaq People, and we acknowledge them as the past, present, and future caretakers of this land. South Shore Summer Theatre Association is grateful to have the opportunity to present in this territory.

This territory, covered by the "Treaties of Peace and Friendship" which Mi'kmaq Wəlastəkwiyik (Maliseet), and Passamaquoddy Peoples first signed with the British Crown in 1725. The treaties did not deal with surrender of lands and resources but in fact recognized Mi'kmaq and Wəlastəkwiyik (Maliseet) title and established the rules for what was to be an ongoing relationship between nations. We are all Treaty people.

2022 PRODUCTION



Our inaugural show for the 2022 season was *Jesus Christ Superstar*, a sung-through rock opera by Andrew Lloyd Webber and Tim Rice which culminated in four almost sold-out performances. A preview concert was staged at the Lunenburg Opera House with 170 tickets sold, followed by three close-to-capacity shows at the Astor Theatre in Liverpool. A combination of earned media (CBC radio and Lighthouse Now newspaper) along with paid advertising and strategic social media planning helped create a buzz in the community and sell tickets to all four performances. We also invited area politicians, community leaders and professional artists to see the show to help promote the program and give us a leg up on next season.

The cast of 17 included a broad range of participants with a variety of talents and backgrounds. The young people in the cast were given the chance to better understand what professional actors require to rehearse and learn triple-threat skills (singing, dancing and acting). At the same time, they were also given the opportunity to get involved in the promotion and fundraising aspects of the show and learn first-hand the importance of working together as a team to create a polished, professional-looking high quality musical theatre production.

SSST was also fortunate to leverage more than 15 volunteers from Mahone Bay and surrounding communities to assist with our Lunenburg preview gala performance, in addition to several volunteers from the Liverpool community who provided invaluable support during the three-night run at the Astor Theatre in Liverpool.



2022 EVENTS



LUNenburg OPERA HOUSE PREVIEW CONCERT GALA

GALA EVENT - LUNenburg OPERA HOUSE August 11, 2022

We hosted a post-show Gala for ticket holders, where the audience were able to mingle with our cast, staff, and crew. We thanked our donors, volunteers and the broader community for their support.



CBC.CA

Jesus Christ Superstar coming to the South Shore | Mainstreet NS
with Jeff Douglas | Live Radio | CBC Listen

MEDIA INTERVIEWS - CBC RADIO WITH JEFF DOUGLAS August 9, 2022

Jeff Douglas spoke with President Jerri Southcott and cast member Ariella Arbuto about the production *Jesus Christ Superstar* and the experience of participating in the South Shore Summer Theatre Association.



FLASH MOBS - SALTBOX BREWERY LIGHTSHIP BREWERY FOLK HARBOUR FESTIVAL Jul 28, Aug 2 & 6, 2022

We performed a few 'sneak peek' songs at local businesses to highlight our talented cast and to generate community excitement in advance of our performances.

ENSURING ACCESS TO MUSICAL THEATRE PRODUCTIONS FOR YOUTH ON THE SOUTH SHORE

South Shore Summer Theatre Association is committed to engaging young people in the creative process of developing, rehearsing, and presenting a full-scale musical over the course of 12 weeks every summer. At the same time, we provide a platform to develop young artists and to uncover the talent of those who may not have the opportunity to participate in the creation of live musical theatre.

Our Association is proud to say that everyone who came out to audition or expressed an interest in participating in our program was accepted. While some youth came out to audition and only wanted to dance, our response was - "No problem!" Others came with incredible vocal skills but limited or no experience performing in a professional-quality musical - "We would LOVE to have you" was our motto. Our Association also waived our nominal registration fee for anyone unable to afford it to ensure access for all. Our commitment to ensure youth have access to our program, regardless of talent, experience, or finances, is the key to our success.

Access to our program for young people is also supported through a highly flexible rehearsal schedule that is geared towards ensuring that youth can carry on a summer job or other activities while participating in our program. Rehearsals were scheduled in the evenings throughout the week, which allowed our cast and staff to have Fridays and weekends off to pursue other interests. This program structure increases its accessibility, which enables more youth to participate in our theatre production.

Through the generosity of a private donor, South Shore Summer Theatre Association was also able to provide tickets at no cost to families who would otherwise not have been able to attend.

South Shore Summer Theatre Association is committed to reducing barriers in our community and will continue to do so in 2023 and for years to come.

A SPECIAL THANK YOU

*South Shore Summer Theatre Association is incredibly fortunate to have such a strong and loyal group of donors and sponsors. Thanks to your generosity, our 2022 season was able to present a professional-quality production of **Jesus Christ Superstar**.*

For our cast, many had little to no experience performing in a professional-quality production. For our more experienced cast members, participation in our program allowed them to further develop triple threat skills of acting, singing, and dancing. We are extremely proud that the contributions from our donors and sponsors allowed participants to be creative, curious and passionate artists and to have a moment to grow and to shine.

Your support also allowed many in the community to enjoy live musical theatre on the South Shore for the first time and to also support our staff and artists by allowing them to do what they most enjoy.

On behalf of the South Shore Summer Theatre Association and the board, staff, artists and volunteers - THANK YOU!



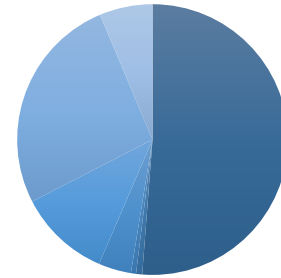
2022 STATEMENT OF REVENUE & EXPENDITURES*

REVENUE

2022

TICKET SALES	21,005
STUDENT FUNDRAISING	300
STUDENT REGISTRATION FEE	250
PROGRAM ADS	1,600
SPONSORSHIP	4,500
INDIVIDUAL DONORS	10,755
GRANTS	2,600

TOTAL **\$41,010**



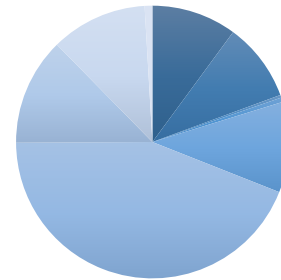
51%	●	TICKET SALES
1%	●	FUNDRAISING
1%	●	REGISTRATION FEES
4%	●	PROGRAM ADS
11%	●	SPONSORSHIP
26%	●	INDIVIDUAL DONORS
6%	●	GRANTS

EXPENSES

2022

ADVERTISING & PROMOTION	3,844
LICENSES & FEES	3,550
INTEREST AND BANK CHARGES	123
PROGRAMS	203
MISCELLANEOUS	349
PROFESSIONAL FEES	16,750
RENTALS	4,853
SET, PROPS & COSTUMES	4,362
DIRECTOR, PRODUCER & CHOREOGRAPHER	4,094

TOTAL **\$38,128**



10%	●	ADS & PROMOTION
9%	●	LICENSES & FEES
1%	●	INTEREST & BANK CHARGES
1%	●	PROGRAMS
1%	●	MISCELLANEOUS
44%	●	PROFESSIONAL FEES
13%	●	RENTALS
11%	●	SET, PROPS & COSTUMES
11%	●	DIRECTOR, PRODUCER, CHOREOGRAPHER

EXCESS OF REVENUE OVER EXPENSES **\$2,882**

*291 day period ended March 31, 2023. Percentages may not add up to 100 due to rounding.

BOARD OF DIRECTORS 2022



Jerri Southcott,
President and Chair



Michael Beatson,
Director



Lynda Bottoms,
Director



Ann Caverzan,
Director



Kathleen Woodard,
Director

PRODUCTION PHOTO CREDIT: All production photos in this report are attributed to Bacalao Photo, Peter Zwicker Photography (www.bacalaophoto.ca). We are grateful for your time and effort in producing a striking collection of photos of our 2022 production. Thank you, Peter.

SOUTH SHORE SUMMER THEATRE ASSOCIATION



South Shore Summer Theatre Association is a non-profit association committed to providing young people with a unique, real-life learning experience while producing high quality musical theatre.

We are members of Theatre Nova Scotia and govern according to the *Societies Act* of Nova Scotia.

South Shore Summer Theatre Association
Mahone Bay, Nova Scotia

admin@southshoresummertheatre.com

2022 DONORS AND SPONSORS

SPONSORS



DONORS

Platinum \$1000+

Kenneth Barton & Michael Beatson

Gus Panageotopoulos

Lynda Bottoms & John Bain

Scott Sherman,
Eleven Eleven Group

Merrie & Terry Burnstead

Jerri Southcott & Dave Stephens

Ann Caverzan

Kathleen Woodard & Doug Stewart

Cindy and Adam Dial, Red Door Realty
Lunenburg

Gold \$500-\$999

Arthur Southcott

Silver \$250-\$499

Lee & Frank Kools.

Mark Singer

Bronze \$50-\$249

Karen Pinset

Elizabeth Batstone

Darlene Laferriere

Rita Southcott