

2023

ANNUAL REPORT



Prepared October 2023



WELCOME

Jerri Southcott

President, South Shore Summer Theatre Association Board of Directors

Over the past year, our organization has experienced remarkable growth, both in terms of participation and reach. We are thrilled to have had the opportunity to showcase the immense talent of our youth from various parts of the South Shore, including Bridgewater, Mahone Bay, Liverpool, Martin's River, Petite Riviere and Greenfield. The wide representation from these regions demonstrates our commitment to inclusivity and the cultivation of talent across all reaches of the South Shore.

Throughout the second season, our dedicated team of directors, choreographers, musicians, and volunteers worked tirelessly to provide a platform for our youth to flourish and showcase their passion for musical theatre. We are particularly proud of our costume design team who brought with them decades of wardrobe design experience. The hard work and unwavering commitment by our entire team truly paid off, as we witnessed remarkable performances in the production of *Pippin* that left audiences captivated and inspired.

The growth of our organization can be attributed to the unwavering support of our community. We are grateful for the encouragement and enthusiasm shown by parents, teachers, local businesses, and community members who have recognized the value of our youth musical theatre program. Your support has not only provided opportunities for our young performers to shine on stage but has also fostered their personal growth, creativity, and confidence.

As we move forward, we remain committed to nurturing the talents of our youth while providing a platform for artistic expression and personal development. Our goal is to continue expanding our program, reaching more young individuals and communities across the South Shore. With your continued support, we are confident that we can make a lasting impact on the lives of our youth and contribute to the vibrant arts scene in Nova Scotia.

In closing, I would like to express my deepest gratitude to all those who have contributed to the success of our organization's second season. It is through your dedication and belief in our mission that we have been able to create a truly transformative experience for our young performers.

Thank you for your ongoing support, and we look forward to another incredible season ahead.

Shane Southcott

Director, South Shore Summer Theatre Association

In our second season, South Shore Summer Theatre presented the 2013 Revival version of *Pippin* with music and lyrics by Stephen Schwartz. I am incredibly proud of the dedication and commitment of the young people (and young at heart) who participated in this summer's production. *Pippin* is an extremely complicated and ambitious show for a young company in its sophomore season and this group showed that they were more than up to the challenge. Mid way through the summer when I was feeling particularly overwhelmed, a call was put out to a dear friend, Jocelyn Bell, who I grew up with in my mother's youth theatre program in Ontario back in the mid-eighties. She dropped everything to drive cross country to assist me. I mention this here not just as a big thank you to her but also to illustrate the power of connections that are made in programs like this one. South Shore Summer Theatre is still very young and going through growing pains, but I believe it has the potential to be a truly iconic summer event on the South Shore. Long live Youth Community Theatre.

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.

2023 PRODUCTION



For our second season, we staged 5 performances of *Pippin*, the 2013 Tony Award winning Revival version. *Pippin* tells the story of a young prince who searches for meaning and purpose in life, encountering love, war, politics and magic along the way.

With lessons learned from our inaugural season, we enhanced our communications plan to incorporate broader social media coverage, paid radio advertising, and earned media coverage through interviews with CBC radio, QCCR Queens County radio and Queen's Crown newspaper along with two featured stories in LighthouseNow newspaper. We also leveraged our network at Theatre Nova Scotia to promote the show and help to sell tickets.

Our two leads in *Pippin* came with advanced university level music theatre and vocal training. Their leadership and mentoring skills were invaluable to our younger, less experienced cast members. SSST also welcomed 15-year-old Ukrainian newcomer, Vadim Titkov, who made his stage debut in *Pippin*'s ensemble. Our returning top-notch staff also worked closely with the cast to incorporate learning across a range of key areas including triple threat skills (singing, dancing and acting), stage management, props and set construction. Our cast promoted *Pippin* by participating in pop up shows across the South Shore and performing at our inaugural fundraising Gala at the Farm at South Cove.

SSST increased the number of volunteers this year. We were the recipient of two Canada Summer Jobs grants and employed two young people for 8 weeks each. The show's playbill was designed by a university student with graphic design skills and a high school student shadowed our producer and director for the summer, allowing her to experience everything that goes into putting on a large-scale musical production. We are committed to prioritizing youth involvement in all aspects of our musical theatre production.



2023 EVENTS



GALA FUNDRAISER -

The Barn at South Cove
June 22, 2023

We raised more than \$6,000 at our inaugural Gala fundraiser which featured a live performance from our cast, wine, hors d'oeuvres and a silent auction. We thanked our guests and the broader community for their support.



MEDIA INTERVIEWS -

CBC Radio - Mainstreet
QCCR FM – Stage and Screen
LighthouseNow Newspaper

Ukrainian newcomer Vadim Titkov spoke with Jeff Douglas about his stage debut in our production of Pippin. Our president talked to Ashley Rose Goodwin on QCCR's Stage and Screen. We were the focus of articles in LighthouseNow newspaper on June 14 and August 16.



FLASH MOBS -

Lunenburg Food & Craft Festival,
Lunenburg Folk Festival & Lightship
Brewery, July 8 & 28, Aug 12, 2023

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

BUILDING ON OUR SUCCESS - OUR SECOND SEASON

For the past two years, South Shore Summer Theatre has experienced remarkable growth and achievement. As we look to the future, we are committed to continuing our upward trajectory and expanding our reach to positively impact even more young people. Here are the key areas where we plan to focus our efforts: reaching more young people, expanding our volunteer and community engagement, addressing transportation issues facing rural Nova Scotians on the South Shore, and networking with leaders in education who can help bridge the gap.

Reaching more young people is a central goal for our program. We believe that every young person should have the opportunity to explore their passion for the performing arts, regardless of their background or circumstances. To achieve this, we will actively seek partnerships with local schools, community organizations, and youth centres to extend our reach and make our program accessible to a wider audience. By actively promoting inclusivity, we aim to empower young individuals from all walks of life to discover their potential and nurture their talents.

Expanding our volunteer and community engagement is another crucial aspect of our future growth. We recognize the invaluable contributions of our dedicated volunteers and the positive impact they have on our program's success. Through targeted recruitment efforts, we will actively seek to attract more volunteers with diverse skill sets and experiences. By forging stronger connections with our local community, we aim to create a supportive network that fosters creativity, collaboration, and mentorship.

Addressing transportation issues facing rural Nova Scotians on the South Shore is a priority that we are determined to tackle. We understand that limited access to transportation can pose significant barriers for young individuals residing in rural areas. To overcome this challenge, we are exploring partnerships with local transportation providers, seeking grants to fund transportation initiatives, and implementing flexible scheduling options to accommodate participants

from remote locations. By eliminating transportation barriers, we can ensure that our program is accessible to all young people, regardless of their geographical location.

Lastly, we recognize the importance of networking with leaders in education who can help bridge the gap. By collaborating with educational institutions and professionals in the field of performing arts education, we can leverage their expertise and resources to further enrich our program. Through these partnerships, we aim to develop innovative teaching methodologies, implement research-based practices, and provide our participants with comprehensive educational experiences that prepare them for future success.

As we reflect on our past achievements, we are excited about the opportunities that lie ahead. By building on our success, reaching more young people, expanding our volunteer and community engagement, addressing transportation issues, and networking with leaders in education, we are confident that our summer youth musical theatre program will continue to thrive, creating a lasting impact on the lives of the young individuals we serve.

A HUGE THANK YOU!



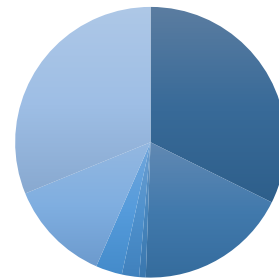
*For a second year, we received support from a range of donors and sponsors that allowed us to stage a professional-quality production of **Pippin**.*

We are extremely grateful to have received financial support from the federal, provincial and municipal governments, including a \$10,000 grant from the Department of Communities, Culture, Tourism and Heritage to help cover our production costs, transportation and salaries. We also increased the number of corporate sponsors this year and had 27 local businesses step up to provide donations for our Gala silent auction that raised more than \$6,000 for our program. This support allowed youth along the South Shore to not only participate in a professional-quality musical production but also helped to expand their creativity, boost self-confidence and enhance their collaborative and time management skills through this experience.

In the spirit of Pippin . . . your support allowed us to create magic for our cast, staff and the community who came to experience our wonderful production.

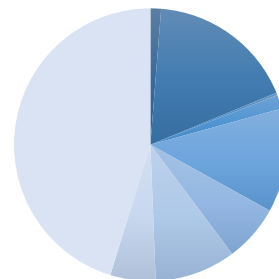
2023 STATEMENT OF REVENUE & EXPENDITURES*

REVENUE	2023
TICKET SALES	23,100
FUNDRAISING	11,941
STUDENT REGISTRATION FEE	500
PROGRAM ADS	950
SPONSORSHIP	2,000
INDIVIDUAL DONORS	8,954
GRANTS	19,734
TOTAL	\$67,179



- 32% ● TICKET SALES
- 18% ● FUNDRAISING
- 1% ● REGISTRATION FEES
- 2% ● PROGRAM ADS
- 3% ● SPONSORSHIP
- 12% ● INDIVIDUAL DONORS
- 31% ● GRANTS

EXPENSES	2023
ADVERTISING & PROMOTION	861
LICENSES & FEES	11,973
INTEREST AND BANK CHARGES	203
PROGRAMS	1,127
MISCELLANEOUS	7,284
PROFESSIONAL FEES	4,605
RENTALS	6,566
SET, PROPS & COSTUMES	3,676
DIRECTORS, CHOREOGRAPHER, MANAGER, PRODUCER, DESIGN	30,924
TOTAL	\$67,219



- 1% ● ADS & PROMOTION
- 18% ● LICENSES & FEES
- 1% ● INTEREST & BANK CHARGES
- 2% ● PROGRAMS
- 11% ● MISCELLANEOUS
- 7% ● PROFESSIONAL FEES
- 10% ● RENTALS
- 5% ● SET, PROPS & COSTUMES
- 46% ● DIRECTOR, CHOREOGRAPHER,
MANAGER, PRODUCER, DESIGN

EXCESS OF REVENUE OVER EXPENSES (40)

*279-day period ended October 6, 2023. Percentages may not add up to 100 due to rounding.

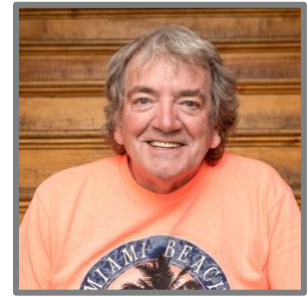
BOARD OF DIRECTORS 2023



Jerri Southcott,
President and Chair



Kathleen Woodard,
Vice President



Paul Fynes,
Treasurer



Lynda Bottoms,
Secretary



Michael Beatson,
Director



Ann Caverzan,
Director



Debbie Harvey,
Director



Cathy Andreu,
Director



Wanda Baxter,
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 2023 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

2023 DONORS AND SPONSORS

SPONSORS



Government of Canada
Gouvernement du Canada



SILENT AUCTION DONORS

- | | | |
|---------------------|----------------------------|------------------------|
| Artist Leslie Shank | Fleur & Gather | Oh My Cod! |
| Blue Zone Wellness | Four Square Framing | RCR Hospitality Group |
| Caico Mae Clothiers | Hello Beautiful | SENSEA Nordic Spa |
| Chester Playhouse | Kenneth Barton Photography | Saltbox Brewing Co. |
| CIBC | Mateus Bistro | Sprig Apothecary |
| Cocoa Organic Spa | Mom's Buy and Sell | Suite Spot Airbnb |
| Coffee & Sawdust | Neptune Theatre | Sweet & Saucy Catering |
| Famous Town Pie | O'Regan's Subaru | The Farm at South Cove |

Bacalao Photo - Peter Zwicker Photography
The Barn Coffee & Social House

PRIVATE DONORS

- Elizabeth and Munden Batstone
Lynda Bottoms and John Bain
Christine Hirtle
Glenn Josephson
Lee and Frank Kools
Patricia McGill
Mark Singer
Jerri Southcott and Dave Stephens
Kathleen Woodard and Doug Stewart

SPECIAL THANKS

- | | |
|--------------------|------------------|
| Thursday Dvali | Astor Theatre |
| Alan MacAskill | Sebastien Andreu |
| Martina Puch Pasos | Jennie Carton |
| Chris Summersby | Wanda Baxter |
| Darren Summersby | Peter Zwicker |
| Claire Bowers | Katy Hopkins |
| Michael Gros | Mary Steckle |
| Tim Foisie | Emily Bain |